



Hillary for America House Party Host Guide

“Everyday Americans need a champion. I want to be that champion.”

Hillary Rodham Clinton

If you want to help Hillary Clinton become the next President of the United States, you’ve come to exactly the right place. This campaign won’t be successful without everyday Americans getting involved and talking with your neighbors about why this election is so important. As we work together to build this campaign from the ground up, one of the most effective ways you can get involved is by throwing a House Party for Hillary. In this host guide, you’ll learn everything you need to know to host a gathering that will strengthen Hillary’s grassroots network and be a lot fun, too.

What is a house party?

House parties are gatherings of people - they can be friends, neighbors, people you know from work or anyone else you’ve chosen to invite - who come together to learn more about Hillary for America. What you do at your house party is up to you, but the most important thing is to have fun and get everyone to sign up to be a supporter of Hillary Clinton.

House parties are a place for folks to gather to learn more about Hillary, her campaign, and her plan for everyday Americans who want to build a better life for them and their families. Anyone can act as host -- you don’t need any special skills. All it takes is a little planning & organization, and an excitement to support Hillary.

Your party doesn’t need to be complicated - the best ones are often the simplest! Some friends, maybe some snacks, and signup sheets to collect everyone’s information are all you need for a successful event.

Why host a party?

House parties are important because supporters like you talking to the people in your lives is the single most effective way to build Hillary’s campaign. People are more likely to vote for Hillary when friends, family members and neighbors explain the issues and Hillary’s desire to be a champion for everyday Americans. These parties also provide an opportunity for attendees to sign up for the campaign and have fun.

How do I host a house party?

SELECT A DATE

- Be mindful of holidays, local events, and traditions like the Big Game, so you don't create a conflict for your attendees and you get great turnout.
- Check the campaign calendar to see if there are any big events coming up that might make your friends more excited to attend your house party.

CHOOSE YOUR VENUE

- Most house parties will take place in someone's home - this will help determine how many people to invite. You can invite 5 people or 500; whatever makes you comfortable is the right number.

INVITE YOUR GUESTS

- Set a goal for how many people you want to attend your party. But remember, not everyone you invite will be able to attend. Invite about double the number of attendees you actually want to show up to be sure to hit your goal.
- You can invite your family, friends, work colleagues, people you know through civic or community groups like Chamber of Commerce or Toastmasters, and members of your religious community, and your neighbors. Cast a wide net to ensure you get anyone who might be a supporter.
- The best way to get people who actually attend your event is to pick up the phone and call them. There's just no substitute for a personal phone call. But definitely use social media, email, and any other method you can think of to reach out to your networks.
- Ask them to RSVP so you can get a firm headcount for your event. You definitely want to re-confirm everyone's attendance a few days before the event, and remind them that you're getting ready for them. That will make every attendee feel special and more likely to actually come to your house party.
- If you like, identify a few friends to act as co-hosts to help you spread the word and invite others to attend if you've got space to fill.
- Don't forget to include important information, like where should your guests park or if you have pets. That will help all of your guests feel comfortable and make sure anyone who has allergies or special needs can let you know before the big day.

The Day of the Party

- Print out your sign-up sheets. You'll need enough so that every one of your guests can let you know they attended, so make sure to print out a stack before you get going.
- Check your internet connection. You may want to play a video, or take sign-ups via an online form, so make sure you're online if you have access to it.
- Charge your phone. Everyone will be calling you, plus you'll want to snap some photos, so make sure your battery is full.
- Send a final reminder. The more you check in with your guests, the more they know you're excited and ready for them to attend your party.

During the Party

PLAN YOUR AGENDA

Here's a possible agenda for your party. But don't worry, these are just suggestions-- you know your folks best, so customize until it works for you.

- Introduce yourself
- Share some reasons why you're convinced Hillary is the right person to be our next president.
- Invite others to share their story--everyone will get excited to talk about why they support Hillary.
- If you have good internet and a place to show it, you might show a video. Check out www.youtube.com/hillaryclinton to see the latest from the campaign.
- Pass around the sign-up sheet. The most important goal from your party is making sure you can get in touch with your team, so be sure every guest signs up so you have a good base of supporters for your next event.
- If it makes sense for your party, feel free to ask for donations. www.hillaryclinton.com/donate makes it easy to donate on your smartphone, if your guests have them. For more information about fundraising, go to www.hillaryclinton.com/grassroots/grassroots-volunteer-guidelines/.
- Make your ask. You want as many people as possible to agree to host a meeting in your area. Don't be afraid to be direct and ask people to help. You'll be surprised at how eager people are to volunteer when they are given the opportunity.

AFTER THE PARTY

It's not over! Make sure you send thank you notes to everyone who attended.

- Don't forget to make an "ask" to your guests. An ask is just what it sounds like--if your guest made the commitment to come to your event, they might be willing to make more commitments to you and the campaign. Ask them to donate, ask them to volunteer, ask them to sign up. Make the ask, because chances are, your friends will say yes.

- A key ask for your guests that will really help Hillary is to ask them to host an event. The more people who host an event, the more connections between Hillary supporters, the better. At this stage of the campaign, we need everyone who wants Hillary to be president.
- Enter your data. It is critical for you to send all the signups you gathered back to the campaign so we can follow up with you guests – and so you get credit for your great work. In fact, we'll have a special surprise for the host who registers the most guests, and it is not to be missed. Enter your information in at www.hillaryclinton.com/data. This is the single most important thing you can do for the campaign and for Hillary.

Facebook Cover Photo

If you use social media, right click the image below and “Save as Picture.” Post this picture as your cover photo when you make a Facebook event. Social media can be a great way to spread the word about your event and keep your guests updated.





**You're invited
to a House Party
for Hillary!**

**Subtitle: Hillary Lorem Ipsum
Dolor Sit Amet**



November, 26, 2015

7:00 pm to 10 pm

Home of Lorem Ipsum and Dolor S. Amet

555 Host St.

Host Township, AA 10101

RSVP: Call [NAME] at 222-222-2222

www.hillaryclinton.com

PAID FOR BY HILLARY FOR AMERICA

Printed in house. Labor donated.

Facebook Profile Photo

If you use social media, right click the image below and “Save as Picture.” You can use this picture as your social media profile picture to show that you are an official host for Hillary.



Thank You Card

Thank you cards are always in style! Send your guests a nice note after your party, and feel free to use some Hillary for America stationary.



Sample Invite Email

Subject: You're invited to a Hillary for America event!

Body:

Please join hosts:
John Smith and Jane Doe
at a house party to learn more about Hillary for America!

We're ramping up our organizing efforts for the summer -
come show your early support for Hillary.

Day of the Week, Month DD, 201Y
00:00PM-00:00PM

Home of Person1 and Person2
555 Host St.

Host Township, AA 10101
RSVP at HillaryClinton.com/Events

Sample Reminder Email

Subject: Reminder: House Party soon!
Body:

We're so excited to see you this week and can't wait to share more information about Hillary for America.

Showing early support is crucial to the success of the campaign, and I hope you'll join me as a supporter.

As a reminder:
Day of the Week, Month DD, 201Y
00:00PM-00:00PM

Home of Person1 and Person2
555 Host St.
Host Township, AA 10101

RSVP at HillaryClinton.com/Events

If you're no longer able to come to the house party, please reply to this email and let us know.

See you then!
John Smith and Jane Doe

Sample Thank You Email

Subject: Thank You for coming to the House Party for Hillary!
Body:

We had a great time hosting a House Party for Hillary last DAY OF THE WEEK, and we hope you had a great time too. It was exciting to have so many people gathered together to learn more about Hillary for America.

Sign up to volunteer: www.hillaryclinton.com/letsgo