

HOSTING A HOUSE PARTY

is a great way to bring friends, colleagues and family members together to raise funds for Asia Catalyst. This toolkit will help you create a fun and engaging event that introduces Asia Catalyst to new supporters and increases Asia Catalyst's visibility.

We encourage your creativity and resourcefulness in hosting a small or large party, which could take place in your home or office, or at a restaurant.

Asia Catalyst will provide you with promotional materials, donation/pledge cards, and any guidance you may need in making your event a success.

We will rely on your initiative, contacts, and creativity in moving your house party forward. This includes:

- Thinking about what event will work best for you and identifying your target audience;
- Identifying a space;
- Brainstorming creative ways to market, create and distribute invitations or e-blasts;
- Underwriting the costs associated with the event by asking colleagues/friends/restaurants to co-host and/or help you in planning the logistics; and
- Creating an achievable fundraising goal.

Your support is greatly appreciated and we look forward to hearing your ideas!

THE ASIA CATALYST HOUSE PARTY KIT INCLUDES:

- sample invitation
- sample agenda
- sign-in sheet
- pledge form

FOR MORE INFORMATION, PLEASE CONTACT:

Karyn Kaplan
Executive Director
+1 212 967 2123
kkaplan@asiacatalyst.org



HELP ASIA CATALYST THRIVE BY HOSTING A HOUSE PARTY!

FORMAT

We recommend a two-hour cocktail party, beginning at 6:00 pm or 6:30 pm. However, you know what will work best for your friends and colleagues. Choose a venue where you and your guests will be most comfortable. This could be at your own home or apartment, or a meet-and-greet at your workplace. You can host the party alone or with a friend or group of friends - if your home is not large enough to host a house party, consider asking a friend who has a great space for a cocktail party to co-host it with you.

House party events can be as formal or as informal as you wish. They can serve as both a fundraiser and a fundraiser. Asia Catalyst is here to support you as a host, whether you want to throw a relaxed get-together, or a more formal event designed for donors who can give at higher levels. Please contact Karyn Kaplan, our Executive Director, so we can work with you directly to plan and implement a fun and successful event.

Consider setting a fundraising goal for the event and announce it to guests when you ask for their support at the event.

WHAT TO SERVE

Refreshments can be as simple or as complicated as you like. You could consider seeking help from friends who like to cook or local restaurants who may be sympathetic to our cause. Hire a caterer or provide refreshments yourself.

WHO TO INVITE

Friends, family members, acquaintances - it's up to you to decide who to invite, get out the invitations (mail and/or email) and keep track of who is coming, so you will know how many to prepare for. Follow-up emails and phone calls will definitely increase attendance. You'll find a sample invitation on the next page.

LOGISTICS

Think about directions by car or public transportation and where guests can park, and let them know.

Ask a friend or two to serve as greeters, if needed. They'll answer the door, take coats, make sure people sign in and help collect checks.

Do let us know about your event, so we can send you the materials you need and make sure an Asia Catalyst representative attends, if available, to answer questions about our work, and support you through the process.

SAMPLE INVITATION

This can be as simple as a text email, or we can send you an alterable version of the invitation once you've decided to host a party.



You are invited
to a cocktail party
in support of
Asia Catalyst
at my home

Jane and John Smith
323 xyz street, #4
Yourtown, Anystate

Monday, November 4, 2018

6:30 to 8:30 pm

RSVP
(xxx) xxx-xxxx
jane@jkkjkjkj.com

Come learn more about the critical ways Asia Catalyst
is building strong civil society and advancing human rights
for marginalized groups in Asia.

If you can't attend, please consider making a gift online at
AsiaCatalyst.org/donate or mail it to
c/o Human Rights Watch, 350 Fifth Avenue, 34th Floor,
New York, NY 10118, USA.

SAMPLE AGENDA

Here is a draft timeline for a two-hour evening cocktail party. Times listed are approximate. There's no need to follow this precisely.

6:30 pm	Guests begin arriving.
7:15 – 7:20 pm	Host welcomes guests, thanks them for coming, explains why they are involved with Asia Catalyst, and introduces the Asia Catalyst representative, if available, who will either be a staff member or board member.
7:20 – 7:30 pm	Discuss Asia Catalyst's current goals, objectives and programs.
7:30 – 7:40 pm	Q&A.
7:40 – 7:45 pm	Host thanks Asia Catalyst representative, thanks guests for their attention, encourages them to visit the website and asks them not to leave without filling out a pledge form. ("Please sign up to support Asia Catalyst. You can give tonight using these donor pledge forms [hold one up], or take one with you, or donate online at AsiaCatalyst.org/donate .")
7:45 pm	Party resumes.
8:30 pm	Guests depart.

SAMPLE TIMELINE

Six Weeks Out

- Decide upon format, place and time for your house party.
- Decide if you need or want a co-host(s).
- Let Asia Catalyst know about the event, so we can get you everything you need in the way of materials, and schedule a representative to speak at your event and support you throughout the evening, if we can.
- Consider if you need or would like food and/or beverage donations and reach out to potential in-kind donors.

Five Weeks Out

- Create your invitation mailing list.
- Create your party invitation.

Four Weeks Out

- E-Mail and/or send hard copy invitations.

Three Weeks Out

- Ask a friend or two to serve as greeters. They'll answer the door, take coats, make sure people sign in and help collect checks.

Two Weeks Out

- Call or email everyone who has not RSVP'd. Ask if they're coming and keep a list of who is attending.

One Week Out

- Decide who will speak about Asia Catalyst.
- Review our website, asiacatalyst.org, and information packet so that you're able to answer questions.
- Make sure you have all the materials you need from Asia Catalyst, including donor pledge forms.

Week of Event

- Remind greeters of their duties and the time they need to arrive.
- Purchase and prepare refreshments.
- Print enough sign-in sheets to accommodate your estimated number of guests.

After the Event

- Please send the gifts collected and the sign-in sheet(s) to Asia Catalyst within 24 hours.
- Once Asia Catalyst receives the contributions, we will send your guests thank you letters.
- If you can, please send one yourself – an email or handwritten thank you note – to add a personal touch.
- Post event pictures on your Facebook page or other social media profiles, send the link to everyone you invited and remind them that it's not too late to donate or host a house party of their own.
- Pat yourself on the back and know how much we appreciate all the work you've done to raise critically needed funds for Asia Catalyst!

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SPONSORSHIP LEVELS

Join the **Lai See* Society** with a gift of \$1,000 or more.

- Visionary – \$10,000+**
- Exclusive named giving opportunities
 - One-on-one updates with our Executive Director
 - Invitations to special donor receptions
 - Rigorously researched reports delivered to you
 - Listing in our reports
 - Listing in our annual report
 - Listing in our e-news
 - Listing on our website
 - Subscription to our e-news
- Defender – \$5,000- \$9,999**
- One-on-one updates with our Executive Director
 - Premium named giving opportunities
 - Invitations to special donor receptions
 - Listing in our annual report
 - Listing in our e-news
 - Listing on our website
 - Subscription to our e-news
- Innovator – \$1,000-\$4,999**
- Special named giving opportunities
 - Invitations to special donor receptions
 - Updates from the Executive Director
 - Listing in our annual report
 - Listing in our e-news
 - Listing on our website
 - Subscription to our e-news
- Trainer – \$500-\$999**
- Invitations to special donor receptions
 - Listing in our annual report
 - Subscription to our e-news
- Partner – \$250-\$499**
- Listing in our annual report
 - Subscription to our e-news
- Friend – up to \$249**
- Subscription to our e-news

For more information, please contact Executive Director Karyn Kaplan at +1 212 967 2123 or kkaplan@asiacatalyst.org. Asia Catalyst is a 501c3 organization, and your gift is 100% tax-deductible.

Please return this form to: Asia Catalyst, c/o Human Rights Watch, 350 Fifth Ave., 34th Fl., New York, NY 10118, USA.

**DONATE ONLINE AT
[ASIACATALYST.ORG/DONATE](https://asiacatalyst.org/donate)**

**Lai see is a donation from the heart for Chinese New Year.*

CONTACT INFORMATION

Name as you would like it to appear in event materials

Organization/Company

Address

City/State/Zip

Phone

Email

This gift is anonymous

PAYMENT METHOD

Enclosed please find a check made payable to Asia Catalyst in the amount of \$ _____

Please charge my Visa MasterCard
 Discover American Express

One Time or Monthly in the amount of \$ _____

Card Number

Expiration date

Security code

Name on card

Signature

I will do a wire transfer to:

Beneficiary Name: Asia Catalyst
Account Number: 996549909
Branch Address: 22 W 32nd St, New York, NY 10001
Bank Name: Citibank USA
SWIFT Code: CITIUS33
ABA (Routing #): 021000089