

Hosting a Successful House Party

A Checklist for the Neighborhood Team, the Campaign & the Host



Before the Event: Building a Crowd

- **Set a clear goal:** Decide if the purpose is fundraising, voter outreach, volunteer recruitment, or a mix.
- **Pick the right date and time:** Evenings during the week or weekend afternoons work best for turnout.
- **Invite strategically:** Start with friends, neighbors, community leaders, and ask each to bring one guest.
- **Use multiple channels:** Send personalized invitations via text, email, and social media. Follow up with reminders.
- **Leverage networks:** Ask supporters, community groups, and local organizations to spread the word.
- **Make it easy to RSVP:** Use a simple sign-up link or RSVP form to track attendees.
- **Promote the candidate:** Share their story, platform, and why this race matters in your invites.
- **Prepare the space:** Make sure your home is welcoming, has enough seating, and is easy to find (parking directions help!).

During the Event: Running Smoothly

- **Warm welcome:** Greet guests at the door, thank them for coming, and introduce them to one another.
- **Kick-off remarks:** As host, set the tone, explain why you're supporting the candidate, and introduce them warmly.
- **Candidate's moment:** Give the candidate 10–15 minutes to share their vision, priorities, and personal story.
- **Interactive Q&A:** Allow guests to ask questions to build personal connection and trust.
- **Circulate and connect:** Ensure the candidate gets to meet everyone briefly—personal touches matter.
- **Sign-in sheet:** Capture names, emails, phone numbers for campaign follow-up.
- **Clear call to action:** Ask guests to donate, volunteer, display a yard sign, or spread the word.
- **Keep it light and social:** Offer snacks and drinks, create space for mingling after formal remarks.

After the Event: Follow-Up

- **Thank attendees:** Send a quick thank-you email or text with a campaign link.
- **Reinforce action:** Remind guests of next steps—donations, volunteering, attending future events.
- **Share photos:** Post to social media (with permission) to show momentum and encourage others to join in.
- **Stay connected:** Add attendees to campaign updates or newsletters to keep them engaged.