

How to Host a Successful Fundraiser Party

Hosting a fundraiser party is a great way to catch up with friends while raising awareness about the wonderful work being done at Tsoknyi Gechak Ling and sharing information of Tsoknyi Rinpoche and the Tsoknyi Lineage Nuns.

A house party can come in many forms. You know your guests better than anyone, so consider a party theme that you know they will enjoy. Some examples include:

- A barbeque or outdoor party on a warm day
- A wine and cheese gathering in your home
- A special fundraising night at your Buddhist center or other public space

Whatever the theme, the purpose of the gathering is to connect with friends and share the benefits of the work being done at Tsoknyi Gechak Ling (TGL).

Key Steps to Organize Successful Fundraising Events

1. Be sure to specify on the invitations that this will be a fundraising event!
2. The purpose of the party is not to ambush your friends, but to let them know that supporting Tsoknyi Gechak Ling is important to you and you want to share this with them.
3. Make sure to indicate what time there will be a presentation about TGL to ensure that as many people as possible will attend that time.
4. Send out invitations to your guests. It is advisable to invite at least twice the number of people you would like to show up. Mail the invitations a month before the party. Make sure to request they RSVP by a certain date.
5. When you send out the invitations, you should include a donation envelope or include a link to donate through the website. That way your friends that can't attend can still contribute if they wish. Make sure to mention that all donations are tax deductible.
6. A week or so before the party, call those guests who have not sent a RSVP. Remind them about the party. The most well attended parties are typically the result of the host or hostess making a reminder to call guests.

Social Media:

Instead of or in addition to print invitations, you can use online tools such as Facebook, Evite or even Twitter. Using your Facebook profile, create a Facebook event invitation and invite everyone you are connected to on Facebook. This invitation will be the home base for getting people interested in attending your party.

You can use Facebook's message feature to send a personal message to your closest

friends, such as those you know will support you by attending, or helping you in some other way. The message should be personal so they know it's coming directly from you.

Evite is a social-planning website for creating, sending, and managing online invitations. As host, you can create an invitation that is mailed to your guests. Evite allows guests to easily RSVP. You can learn more at www.evite.com.

Once you have an online event page for your party, you can tweet about it to your Twitter followers. Be sure to include a link to accept donations online for those who can't attend.

The Party:

If the event starts at 7pm, allow the first 45 minutes for socializing, eating and drinking. This also allows time for people arriving late to attend presentation.

1. When guests arrive, ask them to put their names and email addresses on a sign-up sheet if they wish to receive updates about TGL.
2. At a predetermined time, a short introduction should be given about TGL. The host or an invited speaker can deliver this. Following the introduction, a short video, or videos can be shown, followed up with discussion afterwards. Personal experiences of those who have been to TGL, or have a compelling story about the impacts of Tsoknyi Rinpoche's teaching can be shared with the group.
3. After the presentation, a speaker should stand up and thank the host (or whoever made the presentation) and call on all the guests to make a donation.
4. Fundraising materials, such as donation forms, brochures and envelopes should be placed on a table for guests to pick up. It's a good idea to have a glass bowl or container for guests to place their gift or envelope.

It's Really that Easy!

The key is to be specific from the start that the purpose of the party is to raise funds for the project – that way your guests are clear about their role in proceedings from the beginning and won't be surprised or offended that they are expected to reach for their wallets! But make it clear there is no pressure to donate. It should also be made clear that any size contribution helps and it is okay if someone chooses not to donate at this time.

If You Plan on Hosting a Party:

Please contact Anne Halloran at julie.green.asst@gmail.com. She will provide you with all the fundraising materials needed for your presentation.

