



HOUSE PARTY GUIDE

Hosting an Event for Family Tree



www.thefamilytree.org

A Message From Our Chief Development Officer



Thank you for your interest in hosting a Family Tree House Party! Your help ensures that Family Tree can grow our network of supporters and continue to provide individuals and families experiencing homelessness, child abuse, and/or domestic violence critical access to the programs and resources they need to transform their lives.

Family Tree can help you define your goals for the event, and build a target guest list of people you think will have an interest and the ability to support our work. As the host, you'll provide the space, food and beverages for your event, send the invitations and oversee the event.

This house party guide provides suggestions and strategies to help you make your party a success. Great parties reflect their hosts' creativity, enthusiasm, and commitment to the work of Family Tree!

On behalf of all of us at Family Tree, thank you!

For safe families,
Scott Franssen, Chief Development Officer

About Family Tree

Founded in 1976, Family Tree works alongside people affected by child abuse, domestic violence, and homelessness throughout their journey to safety and economic independence, providing emergency residential services, case management and advocacy, therapeutic services, outreach support, housing search and placement, education and employment support, among many other services.

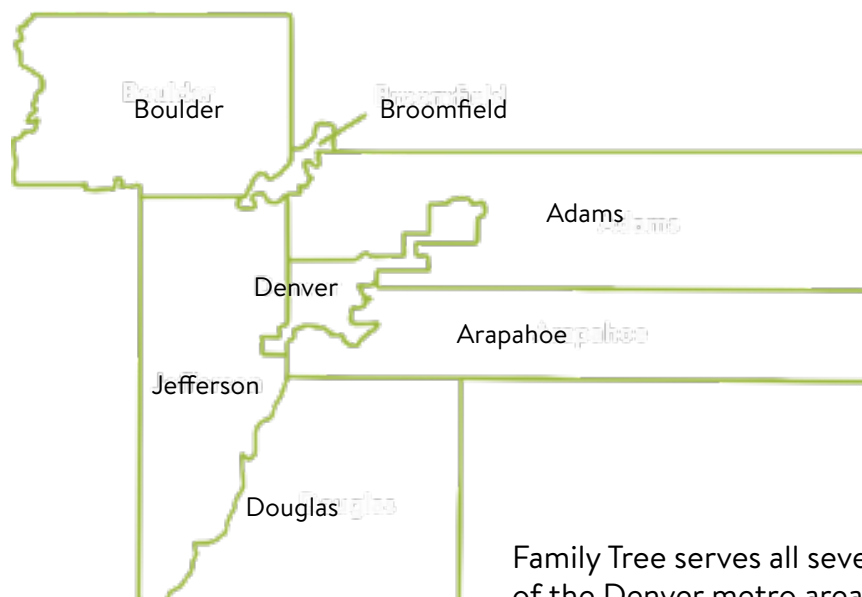
By leveraging a deeper, broader, and more holistic array of life-changing services and programs, Family Tree empowers individuals and families to discover their own strengths to create lasting, positive change.

Mission: To help people overcome child abuse, domestic violence and homelessness to become safe, strong and self-reliant.

Vision: To empower people and transform our community through innovative and integrated services.

Strategy: We will empower people experiencing crisis and trauma to improve their lives and achieve economic independence through proven, integrated services that meet the changing needs of our community.

Values: Accountability, Advocacy, Collaboration, Commitment, Diversity/Inclusiveness, Integrity



Family Tree serves all seven counties of the Denver metro area.

Overview of House Party



What is a House Party?

A House Party is an easy way to share about Family Tree's mission and programs while supporting our work and the families and youth we serve by hosting a small event.

Who? You with or without a group of friends called co-hosts.

Where? Your home or a low cost venue (preferably free) like a church, restaurant, grange hall, small business or local club house.

When? You choose the date and time.



Supplies Checklist:

- Small table, for sign-in/name tags/contributions
- Basket for guests' contributions
- Contribution envelopes and brochures (provided by Family Tree)
- Printed name tags, blank name tags, and markers
- Sign-in sheets / volunteer forms
- Scissors, tape, pens
- Plates, utensils, napkins, cups
- Food/beverage
- Music playlist/speaker



Goal Setting:

Setting specific goals allows you to measure the success of your party. Don't be afraid to be ambitious! The higher you set your goals, the more successful you will be at raising awareness and support for Family Tree!

Here are some suggestions:

- Get at least 10-20 people to attend
- Set a specific dollar amount goal or # of individual donations
- Get everyone in attendance to sign a contact list
- Get 3 people to commit to taking a tour of one of our shelters
- Get one new person to agree to host their own house party

Planning Timeline

4 WEEKS OUT

- Choose a date for your event
- Let Family Tree know you're hosting
- Invite co-hosts and assign tasks
- Decide on theme (not required)
- Set goals for the event (\$ amount, # of RSVPs, # of attendees, etc)
- Create your guest list
- If you're not hosting the event in your home, secure a location
- Send out invitations/evites/Facebook event; ask guests to RSVP and include directions
- Create the menu (light beverages and snacks suggested)

2-3 WEEKS OUT

- Review all RSVPs; call people who have not responded
- Send out reminder evites/email/Facebook event post
- Confirm tasks with co-hosts (greeter, sign-in monitor, food, beverage, photographer, etc.)
- Check in with Family Tree staff to request brochures, donation envelopes and forms

1 WEEK OUT

- Make reminder calls or emails to guests
- Finalize the guest list
- Confirm the menu and beverage logistics, including preparation and arrival

WEEK OF EVENT

- Check-in with co-hosts and review assigned duties
- Make reminder calls and emails as needed
- Buy food/drinks
- Decorate if necessary
- Print name tags, sign-in sheet, volunteer sheet

DAY OF EVENT

- Set up home/venue for event
- Greet guests; ask that they sign-in (have multiple sign-in sheets and pens ready)
- After guests mingle, begin the program
- **Host the program!**
- Encourage guests' questions and distribute materials
- Continue the party and thank guests before they leave

AFTER THE EVENT

- Send thank you notes or emails to guests
- If you're comfortable, encourage guests to consider hosting a party or making a donation online
- Expect a call or email from FT to follow-up on your event

Themes

Consider hosting a house party based on a holiday or occurring during a certain month. Below are a list of holidays to be aware of when planning or to use for a theme.

If you're looking for silly or wacky themes from National Peanut Butter Cookie Day to National Sunglasses Day, check out www.holidayinsights.com and Pinterest for inspiration.

JANUARY	New Years Day, Martin Luther King Jr. Day, Kwanzaa
FEBRUARY	Teen Dating Violence Awareness Month, Black History Month, Valentine's Day
MARCH	Women's History Month, Social Workers Month, National Pi (3.14) Day, St. Patrick's Day
APRIL	Area high school and college spring breaks, Child Abuse Awareness Month, Sexual Assault Awareness Month, National Volunteer Week, April Fool's Day, National Siblings Day, Earth Day, Easter
MAY	Area high school and college graduations, May Day, Star Wars Day, Cinco de Mayo, Ramadan, Mother's Day
JUNE	National Men's Health Week; Gay Pride Month, Juneteenth, National Selfie Day, Father's Day
JULY	Independence Day, Parent's Day, International Day of Friendship.
AUGUST	National Health Center Week, National Girlfriends Day, National Thrift Shop Day, Women's Equality Day,
SEPTEMBER	Back to School Month, Child Safety Month, Hispanic Heritage Month, Women's Health & Fitness Day, Labor Day, Grandparents Day, Rosh Hashanah
OCTOBER	Domestic Violence Awareness Month, LGBT History Month, Diwali, Halloween
NOVEMBER	National Family Week, National Caregivers Appreciation Month, Election Day, Thanksgiving, Dia de los Muertos, Veteran's Day
DECEMBER	Human Rights Day, Chanukah, Festivus, Christmas

Building a Guest List

One of the fundamental resources you have to build out a successful house party is your network. Take a look at the list below and think through the people you know in each category- should they be on your house party invite list?

- Immediate family and friends: spouse, children, parents, grandparents, close friends, neighbors.
- College: students, TAs, favorite professors, clubs, advisors, coaches, teammates, roommates, etc.
- Current employer(s) and colleagues/past employers and colleagues
- Current boards and commissions, past boards and commissions
- Current volunteer organizations, past volunteer organizations
- Religious community such as church/synagogue/mosque
- Service clubs: Rotary, Kiwanis, Lions, Legion, social/hobby clubs – wine, sports, book, food, etc.
- Online social networks: people who aren't captured above, Facebook, LinkedIn, others
- Professional subcontractors: suppliers, vendors, CPAs, attorneys, manufacturers, etc.
- Personal subcontractors: Insurance agent, CPA, attorney, realtor, stylist, investment banker, car dealer, veterinarian, doctors, dentists, travel agent, groomers, etc.

Promoting Your Event



EVITE

[Evite](#) is an easy to use website for creating, sending, and managing online invitations. As host, you can create an invitation that is emailed directly to your guests. Your guests can then view the invitation and RSVP for themselves as well as any guests they may wish to bring to the event.



FACEBOOK

Using your personal Facebook profile, create a Facebook event and invite your friends!

Example event description:

Join me for my Family Tree House Party! Enjoy drinks and snacks while I share about a cause near and dear to my heart; Family Tree's mission to help people overcome child abuse, homelessness and domestic violence. This is an informal way get together with great people to learn about this great nonprofit that has been in the Denver metro area for over 40 years.

Talking Points

Family Tree is a human services agency providing innovative, life-changing services designed to end child abuse, domestic violence and homelessness.

WE PROVIDE A BROAD RANGE OF LIFE-CHANGING SERVICES

- We offer an inter-related array of services, support and opportunities for individuals and their families
- We start with safe, residential programs and continue with a comprehensive range of housing and community-based wrap-around services

WE TAKE A DEEPER, MORE PERSONALIZED APPROACH

- We provide a more individualized, 'whole-person' approach
- Our services are based on respect, dignity and personal choice

WE ADDRESS ISSUES IN AN INNOVATIVE, INTERCONNECTED WAY

- We are the only organization to address the interconnected dynamics between child abuse, domestic violence and homelessness.

WE ARE ROOTED IN THE COMMUNITY

- **We have been a vital part of our community for four decades**
- Integrity and accountability are at our core
- Our network partners, educational programs, outreach and advocacy enhance our impact

WHY WE MATTER

WE EMPOWER INDIVIDUALS AND FAMILIES TO CREATE LASTING POSITIVE CHANGE

- Individuals and families discover strengths they didn't know they had
- They develop the awareness and confidence to make new choices
- We help them break generational cycles of child abuse, domestic violence, and homelessness

WE ARE CHANGING HOW INDIVIDUALS, FAMILIES, AND COMMUNITIES SEE, RESPOND TO AND OVERCOME CHILD ABUSE, DOMESTIC VIOLENCE, AND HOMELESSNESS.

- To truly transform lives, families, and communities, you have to address the interconnectedness of these three issues
- To achieve lasting, positive change you have to take a deeper, broader, more holistic approach

Templates

- [Name Tags](#)
- [Sign In Sheet](#)
- [Email Template](#)
- [Photos](#)
- [Link to Client Testimonial Video](#) OR a readable version of Liz's Story:

“**Liz and Sam had no choice but to leave their home in Idaho when it was no longer safe for them.** They traveled to Colorado with their U-Haul and cats, but without a job and nowhere to go.

Their plans kept falling through, so they stayed in motels. It was expensive, and Liz had to rely on friends and started selling plasma for cash. Once they were completely out of money, they pitched a tent in a friend's backyard.

“I felt horrible and I thought, ‘what have I done to my kid?’” Liz remembers, “I would have done anything to get him a home. And then I came across Family Tree.”

Liz and Sam were connected with Family Tree's Homelessness Program, Treasure Trunk, and the Education and Employment Program. Liz worked with her case manager to set and reach her goals.

Liz explains,

“Once we had a roof over our heads, I felt the dark times were behind us. Sam started school and I got a job doing what I love, helping people.”

The small family was able to go to the doctor, furnish their new home, and become safe, strong, and self-reliant.

Sam shares, “I'm actually really proud of her. Now we're trying to support each other instead of her just supporting me, because I love her. A lot.”

