

# GUIDE FOR RC FUNDRAISING HOUSE PARTIES

(January 2016)

## KEY STEPS:

### 1. Decide to take responsibility to see to it that an RC fundraising house party occurs

### 2. Recruit a team of people

### 3. Team needs to:

- a. Discharge and think about the work of implementing an RC fundraising house party
- b. Organize the logistics: place, date, time, refreshments
- c. Invite non-RC guests to attend with them knowing that it's a fundraiser
- d. Identify and invite speakers
- e. Plan agenda for fundraising house party and agree on roles
- f. Stay in ongoing contact with each other
- g. Conduct the RC fundraising house party
- h. Debrief afterwards for discharge and learning

### 1. Decide to take responsibility to see that an RC fundraising house party occurs

Keys to making the decision to take responsibility for seeing to it that an RC fundraising house party occurs are:

- a. Discharge on how much RC matters to you, how it has helped to make your life what it is. Nothing matters more to me than to see this organization flourish.
- b. Discharge on leading others
- c. Discharge on going public with RC
- d. Discharge on asking people for money
- e. Decide
- f. Decide if fundraising house party has a central theme; that is, raising money for a specific project (UER, BLCD, SAL, etc.) or is a general fundraiser for RC and the Re-evaluation Foundation

### 2. Recruit a team of people to do the fundraising house party together

Criteria to have in mind when reaching out to RC'ers to work on this project:

- Solid RC'ers, active community members
- Some slack regarding money, not struggling on an ongoing basis with financial issues in their current life (if they are, then their focus should be seeing to their own economic well-being)
- Willing to discharge on whatever gets in the way of taking action regarding fundraising for RC
- Has personal relationships with people who have more than they need – family, work, neighbors, etc.

- Possibly a group already meeting together (e.g., OC SG, WWC SG, Money SG, Teachers class)
- Possibly a group that shares an interest in a common project (e.g., eliminating racism, women's liberation, climate change); especially if the fundraiser is for a specific project

### 3. Team needs to:

- a. Discharge and think about the work of implementing an RC fundraising house party
  - i. Discharge is critical to success
  - ii. Notice that you are doing this together with other people, not alone
  - iii. Notice how this is for your own re-emergence, not a duty or obligation
  - iv. Lay out the work that needs to be done and a timeline
- b. Organize the logistics: place, date, time, refreshments, hand out material
  - i. Set a place, date, and time that will work for the team and hopefully for their guests. Most common time to-date has been Sunday afternoons.
  - ii. Agree on light refreshments. An example of what we have done in the past:
    - crackers
    - hummus and/or dip
    - cut up veggies—carrots, celery, broccoli
    - grapes
    - apple cider

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- paper plates, napkins, cups
- iii. Mike Markovits has online documents for use for a RC fundraising house party:
  - One-pager about RC
  - One-pager about Re-evaluation Foundation
  - Gift slip – for donor to complete
  - Gift slip envelop – if mailing gift in after the event
- c. *Invite non-RC guests to attend with them knowing that it's a fundraiser*
  - i. Discharge on how much RC matters to you, how it has helped to make your life what it is. Nothing matters more to me than to see this organization flourish.
  - ii. Discharge on going public with RC
  - iii. Discharge on asking people for money
  - iv. Think about people you know (family, friends, neighbors, co-workers, classmates, etc,) who have more than they need. They don't have to be "super-rich." They just need to have more than they need; one way to identify people who have more than they need is that they donate to other charities/non-profits.
  - v. Invite people to come. If you initially make the invitation via e-mail, then follow up with a call. Make the contact personal. People will come because of you, because they want to know you better, because they want to know what you care about.
  - vi. Follow up with people that you invite – give them every opportunity to say yes
  - vii. Follow up with people the day before the event to remind them
- d. *Identify and invite speakers*
  - i. If there is a theme, invite speakers that can speak to that theme
  - ii. If the fundraiser is for RC/Re-evaluation Foundation in general, invite speakers who are involved with projects, who can talk about the breadth of RC and about specific projects
  - iii. As you understand who your guests will be, and you are able to ascertain where their interests are, try to either invite speakers who are leaders in those areas or, more likely since you have already got the speakers lined up, inform the speakers so that they can tailor their remarks to best fit the interests of the guests
- e. *Plan agenda for fundraising house party and agree on roles*
  - i. Create an agenda ... house parties have been 2 hours in length
  - ii. Here's an example agenda:
    - Mingling time 10+ minutes
    - Group meeting start with a welcome and quick go-around of introductions — 10
    - Brief intro to RC — 10
    - (optional: mini-sessions and debrief — 15)
    - Intro of the Foundation and of the panelists — 5
    - Panelists each talk about projects — 10 minutes each = 30
    - Questions from our guests about the projects or anything they have heard — 20
    - Ask people to donate — 5
    - Closing go-around — 10
    - Mingling time — 10+
  - iii. Decide to what extent you want to introduce RC practice during the house party (or avoid RC practice given concerns about appearing countercultural, etc.)
  - iv. Agree on roles (who is going to do what) relative to the agenda
- f. *Stay in ongoing contact with each other*
  - i. Stay in contact with each other to contradict any isolation, so that you know that you are doing this together
  - ii. Stay in touch with each other so that you can keep counseling and discharging on whatever gets hard about moving forward on this project
  - iii. Stay in contact with each other so that you can cheer each other on, applaud successes along the way
  - iv. Stay in contact with each other so that you can track progress; e.g., knowing how many guests are expected
  - v. Typically conference calls will happen every few weeks over the few months leading to the event. Each call has typically been an hour in length with updates from all attendees, resolving any open questions, and primarily discharge time to help people move forward.
- g. *Conduct the RC fundraising house party*
  - i. Relax and enjoy the afternoon!
  - ii. Be responsive to people's questions
  - iii. Don't huddle amongst the RCers ... meet the non-RCers who are the guests.
  - iv. Try to avoid RC-specific language or if you use it, explain it in common language
- h. *Debrief afterwards for discharge and learning*
  - i. hold a conference within a week or two after the event
  - ii. what went well, what did you enjoy, what did you appreciate
  - iii. How was it useful for your own reemergence?
  - iv. Learnings to pass on to others doing fundraising house parties or for the next time you do one