

Sample Script for Your Telephone Calls



“I’m helping to elect Pat Eklund to the Board of Supervisors. Pat has shown she’s not afraid to fight for what’s best for everyone – even if that means taking on powerful special interests.

“I would love a chance for you to hear from Pat personally and get involved in her campaign. Would you like to attend a party at my home?”

Information about Campaign Contributions

- Checks should be made out to “Pat Eklund for Supervisor.”
- The campaign must report the name, address, occupation and employer name of donors making contributions of \$100 or more.
- The campaign cannot accept cash, money orders, traveler’s checks, cashier’s checks, or anonymous contributions.
- Contributions to Pat Eklund for Supervisor are not tax deductible.

Contact the Campaign

Pat Eklund for Supervisor
P. O. Box 888
Novato, CA 94948

Campaign Office: 415-883-4564
Pat at Home: 415-883-9116
pat@pateklund.com

www.pateklund.com

Paid for by Pat Eklund for Supervisor.
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**PAT
EKLUND**
for Supervisor

House Party Kit

A simple guide for hosting
a successful house party
for Pat Eklund.

Thank You!

Hosting a house party is the single most important thing you can do to help elect Pat Eklund to the Marin County Board of Supervisors. By inviting your friends and neighbors to join the campaign, you will expand our team, help raise the funds we need to win, and have a good time!



Your goal is to gather 30 – 40 people in your home to meet Pat and raise \$1,000 for her campaign. We want your guests to know this is a fundraiser – but there is no minimum donation required to attend.

Thank you for your support. Please call Katie Mantz at (415) 883-4564 to schedule your house party and ask any questions.

Step 1 Getting Started

- Check in with the campaign to schedule the date, time and location of your house party. Two hours at your home or office usually works well.
- Make a list of every person you know that might attend – family, friends, neighbors, and people at work. Since 1/3 of the people invited usually show up, you want to invite at least 100 people.
- Mail an invitation, with a donation envelope supplied by the campaign, to everyone on your list at least 2 weeks before the event. You can make a simple flyer on your computer, and follow-up with an email invitation if you wish.

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Step 2 The Key to Success

- Here's the real secret of success: follow-up every invitation with a personal phone call. Ask those who can't make the party to send a check or donate online. It's easier for you to ask than for them to say no!
- Send a reminder email 2 days before the event, and if you have time, make reminder calls.

Step 3 At the Event

- Have snacks and refreshments for your guests. Don't spend too much time or too much money on this – what really matters is that people show up.
- Have a sign-in sheet, supporter cards, and donation envelopes at the front table so we can stay in touch with your guests. Please make sure to get an email address and telephone number! State law requires that we report the name, address, employer and occupation of donors who give \$100 or more.
- About halfway through your party, you should welcome your guests and introduce Pat. After Pat speaks, you should make a short pitch for donations and ask your guests to host their own house parties. Make sure to tell people that every dollar counts – there is no minimum contribution!

Step 4 Always Say Thank You!

- After the event, thank your donors by phone, email or by writing a short note.
- Send a note to everyone who did not attend and follow up with a request for a donation.