

## **Hosting an Evening of Information and Action to Support the Violence Policy Center**

Thank you for your help! There are many ways to stop gun violence. Hosting an event in your home, office, or any gathering place is an easy way to bring awareness and resources to this important issue. Here are some ideas for hosting an event.

### **Step 1. GETTING STARTED**

- Choose a date. Make sure it doesn't conflict with any holidays (including religious holidays) or high-profile television events (such as major sporting events). If there are specific people you want to make sure are there (potential donors, current supporters, speakers), make sure the date doesn't conflict with their schedule.
- Consider asking a few friends or colleagues to help you plan the event. One idea is to list them as a "host committee" on the invitation to attract more people who will recognize their names and know that gun violence prevention is an issue they care about.
- Send invitations via email as soon as you confirm the date, time, and location — ideally three to six weeks in advance — and ask for an RSVP via email or phone.
- Sometimes invitees will donate even if they cannot attend. Consider including a link to the Violence Policy Center's online giving page ([www.vpc.org/contribute.htm](http://www.vpc.org/contribute.htm)).

### **Step 2. GETTING PEOPLE TO ATTEND YOUR EVENT**

- A week or two before the event, call people you haven't heard from to encourage them to come.
- A few days before the event, call those who have said they will come to remind them of the date and time and to make sure they have directions.

### **Step 3. SET A FUNDRAISING GOAL AND ASK FOR SUPPORT**

- Set a fundraising goal for your event (e.g. 20 guests will donate \$100 each for a total of \$2,000).
- Create a 10- to 15-minute speaking program that gives the guests a sense of the scope of the gun violence problem, the solutions necessary to address it, and the importance of their financial support.
- State your fundraising goal and don't be afraid to ask people to make a donation. Have a basket for people to put their checks in.

### **Step 4. HELP US KEEP IN TOUCH**

- Ask each guest to sign in and obtain their name, address, phone number, and email address so that they can receive updates and information about the VPC's ongoing work.
- Follow up with a thank you phone call or email to each guest the next day. In the email, be sure to include the web address for the Violence Policy Center's online giving page.