



HOSTING A SUCCESSFUL YES ON 12 HOUSE PARTY A How-To Guide

Hosting a house party is a great way to ensure passage of Proposition 12 ([The Prevention of Cruelty to Farm Animals Act](#)) and to raise money to support the campaign. Review this How-To Guide to help you get started!

Goal: The goal of a house party is to raise awareness about Prop 12 and give your friends and family an easy way to donate to protect animals. You can plan any kind of event you'd like.

Here are some steps to get you started:

1. Decide what kind of event you want to host

- a. A potluck
- b. Wine and snacks
- c. Cocktails and dessert
- d. A tea party
- e. Come up with your own unique idea

Check out these [compassionate food recipes](#) for good ideas on what to serve.

The event doesn't have to be at your house; you may prefer to use a community center, restaurant or other venue that would be willing to provide space for a fundraiser.

2. Decide on a date

- Pick a date two or more weeks in advance to give yourself enough time to plan and to give your guests enough notice. If you're able to host your party on October 7th, to celebrate National Animal Welfare Week, from 1-3 pm PST (4-6 pm EST), you will be joining with other parties being hosted at the same time across the country!
- However, we don't want to limit you to this date, please feel welcome to select a date and time that work well for you.

3. Make your invite list

- Make a list of your family, friends, neighbors, colleagues and others you may know who would be interested in learning about Prop 12. Don't limit yourself to those you think are politically engaged or active in the animal protection movement. This will be a great opportunity to invite new people to the movement and inspire them to get involved.

- Set a goal of how many people you would like to attend. A good rule of thumb is to invite 3x as many guests to achieve your attendance goal.
- Use multiple channels to send your invitations. This will provide you the maximum amount of exposure for your event. Emails and personal phone calls are often the most effective. However, you can also utilize Facebook and Twitter, Evite, postal mail, or by passing out flyers to your neighbors and community members to invite them. The more outreach the better!
- If you opt-in to using our ActBlue on-line platform for your event it will also provide recruitment features and easy to use template to post on your social media.
 - ✓ **Pro-tip:** when sharing on social media you can “tag” friends that you want to invite so they’ll be sure to see your post!

4. Remind your guests

- Recruiting guests to your house party does not stop at the initial outreach. You’ll need to follow up with everyone who has RSVP’s to confirm their attendance. Additionally, you’ll get a much better turnout if you make reminder calls to the people you’ve invited and to those who have not yet responded. Typically for each reminder email to guests who have not responded it will result in double the attendance turn out.
- If a guest cannot make it, ask if they would be willing to donate anyway and send them the link to your fundraising page.

5. The Agenda

When considering the agenda for your party, make sure to bring everyone together at some point so that you can thank attendees for their support and to share information about the Yes on Prop 12 campaign. Below is a proposed agenda, but feel free to modify.

- 1:00 pm: Guests arrive, donate, review materials and mingle
- 2:00 pm: Host formally thanks attendees and offers information about the campaign
- 2:15 pm: Preview the campaign ad
- 2:20 pm: The “Pitch” by host or invited speaker (see Talking Points for the “Pitch” at the end of this document).
 - ✓ Ask everyone to make a donation and to fill out the required paperwork.
 - ✓ Give your guests an update on your goal and current total.
- 2:45 pm: Questions and dialogue
- 3:00 pm: Thank guests and celebrate reaching your goal!
 - ✓ Don’t forget to take pictures from your party and encourage your guests to do the same. You can post these on Twitter, Instagram, or Facebook with **#Yeson12**.
 - ✓ Visit the campaign’s resource page [here](#) and print out official Yes on Prop 12 posters that your guests can hold during pictures.

6. Fundraising Tips

We recommend that you set a fundraising goal for your event. This can be a motivator for guests to contribute, but don’t worry about hitting a specific raise amount —every single donation helps animals!

As guests RSVP and donate ahead of your party, keep an eye on your fundraising goal.

- If you're close to reaching your goal, consider raising it! Folks become more willing to contribute the closer you get to your goal.
- If you're far from your goal a few days out and don't plan to make up the difference yourself or have an invitee who can, you can lower your goal to something attainable.
- If someone can't come, invite them to donate online or mail you their check.

At the start of your party:

If possible, have the [Yes on Prop 12 donation web page](#) up on your computer at your party because this is the easiest and most secure way for your guests to donate.

Assign one of your guests to be the official "greeter" and ask that they have all the guests sign the sign-in sheet and collect their donations and put them in a return collection envelope. They can either donate on-line or write a check, payable to Prevent Cruelty California. If your guest is writing a check please have them fill out the Prop 12 contribution form so we can be sure to collect necessary information required for campaign compliance. (This form is available for download and in-home printing [here](#).)

Depending upon your guests, you can urge donations of any amount - \$10 to \$10,000!

REMEMBER: Prevent Cruelty California is a political committee and therefore contributions are not tax-deductible. Be sure to let your guests know this. Also we can only accept contributions by check or on-line payment. Cash, money orders, cashier's check or anonymous contributions are not acceptable.

7. Post-Event Action Items

The day after your event please send us your event's sign-in form, checks you have collected & the accompanying contribution form via UPS or FedEx to the address provided below.

**Prevent Cruelty California
119 North Fairfax Ave #613
Los Angeles, CA 90036**

Show some appreciation to your guests with a personal thank you note. Encourage them to visit the campaign's website at YesonProp12CA.com to learn more about the campaign and opportunities to volunteer.

Thank you for being a Yes on 12 party host! We wish you all the best for success in your house party event and hope you have fun! If you have any questions, please let us know by contacting Piper Crussell, Events Manager for Yes on Prop 12, at piper@preventcrueltyca.com.



Suggested Prop 12 Talking Points for the “Pitch” and Remarks Portion of Your Party

- Yes on Prop 12 is a coalition of more than 500 California veterinarians and veterinary clinics, California family farms and animal shelters, farmworker organizations, food safety groups, and animal protection charities. Prop 12 will be voted on in the November 2018 election to upgrade California's laws relating to the extreme confinement of farm animals.
- Prop 12 would require cage-free housing and improve space requirements in California for three types of animals who are typically confined in tiny cages on factory farms: baby veal calves, mother pigs, and egg-laying hens. It would also ensure that veal, pork, and eggs sold in the state come from operations meeting these modest standards.
- Gestation crates are narrow two-foot-wide cages that do not allow pregnant pigs to turn around. Trapped in these types of crates for most of their lives, pigs suffer physical problems and emotional distress. Sows experience muscle atrophy, lameness, joint and hip problems, and suffer extreme boredom and frustration, exhibiting head-waving and other abnormal behaviors. Although the 2008 ballot measure known as Prop 2 prohibited the use of gestation crates in California, the vast majority of pork sold in California comes from factory farms in other states that still allow their use. Prop 12 will ban the sale of pork in California that comes from facilities that use these cruel crates.
- Prop 12 will also ban the sale of veal in California that come from facilities that lock baby calves in crates so tightly they can't move around.
- While a 2008 ballot measure mandated that egg laying hens must be able to turn around and spread their wings, many of these intelligent birds are still kept in cruel cages. Prop 12 on this November's ballot will augment existing requirements while explicitly abolishing cage confinement, setting strong spatial standards and requiring enrichments such as perches and nesting boxes.
- Liquid eggs comprise 1/3 of all production but are not covered by current California law. Prop 12 covers this category of eggs, thereby protecting millions more birds.
- Prop 12 adds enforcement mechanisms to current California law, allowing increased ability to bring cases against violators.
- In addition to helping animals, Prop 12 will also result in safer food for California families. In facilities that cage animals, bacteria spreads like wildfire. This bacteria, including Salmonella, can end up in our food. That's why the Center for Food Safety endorses Prop 12.
- We need to pass Prop 12 for the animals and we need your support to do so. The money raised will be used primarily for our media campaign, allowing us to show the public, through advertisements strategically placed on prime time TV all over the state, the abuse and misery these animals endure, and the improved conditions afforded by the Prevention of Cruelty to Farm Animals Act.
- Encourage your guests to also sign-up for volunteer opportunities with the campaign if they are interested in becoming more involved. They can easily do so at www.Yeson12CA.com.