

## **STOREY FOR SUPERVISOR – House Party Checklist**

This is a guide for Eric's friends and neighbors to help him raise support for his 2008 campaign. Eric is committed to a grass roots campaign, founded on the ideas and concerns of the residents of Bernal, Mission and Portola. It's time for a fresh perspective in District 9 – please help Eric help you.

Here is a checklist for your House Party:

1. **Schedule the Party.** Be sure to contact Joanna (415-786-9015 or [joanna@ericstorey.com](mailto:joanna@ericstorey.com)) to schedule your house party before sending invitations.
2. **Build a Guest List.** Asking family and friends is the easiest way to raise money. It's easier for you to ask, then for them to say no. Let your guests know how important it is to you that Eric be elected Supervisor. Think big - If you invite 50 people, realistically, only about 20 will show up.
3. **Call People.** Call everyone on your guest list personally. When they answer, try this: *"I am supporting Eric Storey for District 9 Supervisor. Eric has a fresh perspective and his only special interest group is the people of our district. Please come to my house party to discuss your ideas and concerns with Eric."*
4. **Listen.** Then listen to what the person you called has to say – they'll probably support you if you tell them how important the campaign is to you.
5. **Send Invitations.** Send formal invitations (via email, E-vite or regular mail) listing the details of the event (date, time and location) at least two weeks in advance. And, don't forget to remind them to bring their checkbook.
6. **Ask "Regrets" to Donate.** If your friend or family member cannot attend in person, ask them to provide a donation via check directly to the campaign.
7. **Remind Your Guests.** Send reminders three days before the event and call them night before. Ask them to bring friends. Suggest a donation amount.
8. **Snacks and Drinks.** Have some snacks and refreshments for your guests.
9. **Supporter Cards.** You should put contribution forms, envelopes and a sign-in sheet on a table in the main room of your house. Eric will bring buttons, bumper stickers and other "fun" stuff to give to your guests.
10. **Introduce Eric.** Tell your guests about Eric, then he will offer some remarks. When he's done, remind everyone that *"every dollar counts."*
11. **Thank Your Guests.** Call them personally to thank them for their donation. Send a note to those who did not donate, enclosing a donation card.

## **Frequently Asked Questions**

### ***Where Do We Send Donations?***

If your guests donate at the house party, you can give the checks to Eric. If not, donations should be sent to:

Committee to Elect Eric Storey  
P.O. Box 2716  
San Francisco, CA 94126-2716

### ***What Information Does the Donor Need to Provide?***

State election law requires that we collect and report the name, mailing address, occupation, and employer for each person who contributes \$100 or more. We cannot accept contributions of \$100 or more without this information. A telephone number is also helpful in case we have questions.

### ***Is There Minimum or Maximum Amount A Person Can Contribute?***

There is no minimum. The maximum amount a person can contribute is \$500. All contributions over \$100 must be made by check.

### ***Are There Any Restrictions on Who Can Donate?***

Eric cannot accept donations from foreign nationals or corporations. All donations must be made from the donor's personal funds.

### ***Are Donations Tax Deductible?***

No.

### ***Is the House Party Itself Considered a Donation?***

If you are hosting an event in your own house, you may spend up to \$500 on the event without it counting towards your contribution limit. This amount includes such items as food, beverages and invitations. Your expenses under this amount will not apply as an in-kind contribution to Eric's campaign, and therefore you may still make a monetary contribution of up to \$500.

### ***Any Other Ideas?***

You can also choose a theme for your house party. It's not necessary, but it may make it more fun.

Questions? Call Joanna at 415-786-9015.