

HOUSE & GARDEN PARTY TOOLKIT

The Washington Center is embarking on a capital campaign to enhance the quality, efficiency, and enjoyment of live performing arts and cultural events. This \$8.6 million campaign will upgrade 35-year-old theater equipment and revitalize the interior to match the beautiful exterior.

You can help by bringing your friends, family, and neighbors together to learn more and make a gift of support.

In addition to this toolkit, the Washington Center can provide a guest speaker for your event, donation and sign-in forms, light catering (if requested), ideas for guests (if requested), and will send tax deductible receipts and acknowledgement letters to all donors.

THIS TOOLKIT INCLUDES:

- **Confirmation form**
- **House/garden party checklist**
- **Sample timeline & talking points**
- **Sample invitation**
- **Sample reminder**

We appreciate your support of the arts in the community! We welcome your questions so that we can be of assistance.

For questions, contact Jocelyn Wood at (360) 753-8585 x103, or jwood@washingtoncenter.org.



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“I believe in the power of the arts to bring people together, and to uplift and illuminate the human spirit.”

–Ann Flannigan

CAPITAL CAMPAIGN HOUSE & GARDEN PARTY CONFIRMATION FORM

Yes, I want to host a house/garden party!

Name _____

Address _____

City, State, Zip _____

Phone _____

Email Address _____

My preferred date & time is

Date _____ Time _____

An alternate date & time is

Date _____ Time _____

Catering

Light hors d'oeuvres I will provide Washington Center provide

Beverages I will provide Washington Center provide

Fundraising goals

My fundraising goal is \$_____

I will match gifts up to \$_____ (Optional, but recommended to encourage guests)

Optional

Please provide suggestions for guests to invite who live nearby.

Return to

PDF/Scan: Jwood@washingtoncenter.org

Mail: Jocelyn Wood, 512 Washington St SE, Olympia, WA 98501

HOUSE PARTY CHECKLIST

4-6 Weeks Out

- Determine your location, date, and time.
- Set a fundraising goal.
- Confirm with the Washington Center.
- Create your invitation list.
- Send your invitations. Digital, hard copy, and social media invitations all work! Choose one or many ways.

Two Weeks Out

- Follow-up with anyone who hasn't responded. A quick phone call adds a personal touch. Even if they can't attend, ask if they'd be willing to learn more and donate.
- If you are providing catering, plan your menu and create a shopping list.
- If you have any parking needs, let your neighbors know to expect extra cars nearby – and feel free to invite them to the party!

Week Of

- If you are providing catering, purchase food, drinks, any decorations, or utensils you may need.
- Send a reminder email to those who RSVP'd yes and help get them excited.

Day Before

- Tidy up.
- Prepare food or layout.

Event Day

- Finish up food and beverage preparation.
- Greet your guests and have fun!

Post-Party

- Thank your guests for attending.
- Give yourself a pat on the back!



SAMPLE EVENT TIMELINE & TALKING POINTS

5:30 PM

Greet guests and ask them to sign in. Give your guests time to socialize and eat

6:00 PM

Briefly welcome your guests and remind them that the evening event is a fundraiser for the Washington Center. Invite them to fill their plate and grab a drink, we'll get started in 5 minutes.

6:05 PM

Welcome your guests and share your reason for hosting an event to raise money for the Washington Center. Perhaps tell a personal story about your connection to the Center, or why the arts or the region is important to you. If you are matching donations, please share!
Introduce the Washington Center guest speaker

6:15 PM

The Washington Center Guest Speaker will speak to the history and importance of the Washington Center and the arts in the region. They will provide the vision and progress of the capital campaign, and ask attendees to invest in the arts.

This section will end with a Q&A.

6:45 PM

Thank your guests for attending and reiterate the importance of donating. If you are matching donations, please remind guests of this important fact they won't want to miss.

End by thanking guests!

SAMPLE EMAIL INVITATION

SUBJECT LINE: You're Invited: Invest in the Arts!

Dear [Name],

The Washington Center is launching an ambitious campaign to enhance live performing arts and cultural events in our community. Please join me for a private house (or garden) party to raise funds for this effort.

When: [MM/DD/YYYY] at ____ p.m.

Where: [Your address]

Light refreshments will be served and dress is casual. (Please consider adding any COVID-19 restrictions you feel are appropriate.)

Please RSVP by [MM/DD].

I'm delighted to support this effort and provide an opportunity to hear the vision straight from [Guest speaker, Guest speaker position]. Now is the time to learn more and invest in the arts. I look forward to seeing you there!

[Your name]

[Your phone]

SAMPLE EMAIL REMINDER

SUBJECT LINE: Reminder: House Party on [MM/DD]

I'm looking forward to seeing you at my house party to support the Washington Center in its capital campaign.

When: [MM/DD/YYYY] at ____ p.m.

Where: [Your address]

Light refreshments will be served and dress is casual.

I look forward to seeing you there!

[Your name]

[Your phone]