

# HOUSE PARTY BENEFIT TOOLKIT



Hello, Transhealth Benefit House Party Host!

Thank you SO much for agreeing to host a House Party to raise awareness of and necessary funds for **Transhealth**. We truly could NOT provide the life-changing, and often life-saving care that we do without help from caring and committed people like you.

We hope this House Party Benefit Toolkit provides you with the tools to host your own House Party for **Transhealth**. The goals of these House Parties are to:

- **Educate** the community about the important work and mission of Transhealth,
- **Raise money** needed to welcome as many patients as possible, regardless of their income status, and
- **Bring people together** to celebrate and honor trans joy and the right for trans and gender-diverse people to receive compassionate, medically necessary care and support.

Have fun planning—and partying! Please don't hesitate to reach out to us with questions by emailing [fundraising@transhealth.org](mailto:fundraising@transhealth.org).

Gratefully,  
The Transhealth Team  
[fundraising@transhealth.org](mailto:fundraising@transhealth.org)



# HOUSE PARTY BENEFIT TOOLKIT



## IN THIS TOOLKIT:

- House Party Planning Timeline, including Tips, To-Dos, and Considerations
- Template Language for Invitation Message
- Template Language to Request Donations of Goods or Services (food, raffle basket donations, etc.)
- Materials List
- Template Language for Thank You Notes

## ADDITIONAL RESOURCES:

- [Transhealth Executive Summary](#)
- [Transhealth 2024 Impact Report](#)
- ["Together for Transhealth"](#) Peer-to-Peer Fundraising Site, to build your party fundraiser page
- [Join the Transhealth Mailing List](#)

## HOW TO REACH US:

[fundraising@transhealth.org](mailto:fundraising@transhealth.org)



# HOUSE PARTY TOOLKIT



## Planning Timeline 3 MONTHS AHEAD

### BUILD YOUR TEAM



Things to Consider:

- Do you want to plan and implement this party on your own or with a team? If a team, start asking people now to join you in your planning!
- Working with a team can expand the network of people to invite, which increases the likelihood of reaching your fundraising goal *and* brings community members together!

#### TIP!

We recommend working with a team; it distributes the work and is a lot more fun.

Yay, community!

### CHOOSE YOUR DATE



Things to Consider:

- Will you have any special guests? If so, check their availability early, as that may impact your date.
- Are there any other big events that might conflict with an overlapping guest list?
- Could your event make more money if you choose a date to dovetail with another event or celebration, e.g. Pride Month or someone's birthday?
- Does your home/venue work best for an event in a particular season or in particular weather?
- When are your folks most likely to attend an event? Weeknight/weekend? Afternoon/evening?



#### TO-DO!

Inform Transhealth of your date and location as soon as you know it.



**transhealth**

# HOUSE PARTY TOOLKIT



## Planning Timeline 3 MONTHS AHEAD

### PLAN YOUR PROGRAM:



Things to Consider:

- We recommend including at least a short speaking program. During that time, you can share why you are hosting this party, why you support and why it is important for guests to support Transhealth, and hear from guest speakers, if you have them.
- When considering guest speakers:
  - It can be very moving to have someone who benefits from Transhealth speak at a house party. If you do not know someone who can speak on the importance of Transhealth from personal experience, we may be able to find a speaker for you.
  - Is there a well-known community member who would be a draw as a speaker? Elected official, beloved educator, parent, etc.?

#### TIP!

People are more likely to give if you **ASK THEM TO DONATE** and share **WHY** they should give!

#### TIP!

We recommend the speaking portion of a house party be **NO LONGER THAN 20-30 minutes**.



#### TO-DO!

Let Transhealth know of any public figures who will be attending and/or speaking at your event.



#### TO-DO!

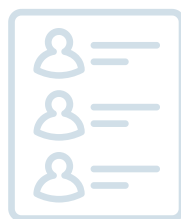
Let Transhealth know 2-3 months in advance if you would like a patient or other Transhealth advocate to speak at your house party.

# HOUSE PARTY TOOLKIT



## Planning Timeline 2 MONTHS AHEAD

### PLAN YOUR GUEST LIST



Things to Consider:

- What is your event's fundraising goal? This goal and the guest list go hand-in-hand. For example, if you plan to host 50 people, what is a reasonable goal for those 50 people? \$1,500? \$5,000? A good goal is both ambitious AND realistic, so you can reach it and celebrate! Sharing your goal with guests may motivate them to help you get there.

### FOOD & BEVERAGE



Things to Consider:

- Will you provide all the food? Purchase? Potluck? Will you try to get anything donated?
- If ordering/catering, connect with the company now. If buying food from a market or hosting a smaller party (<20), food arrangements can usually be done closer to the date of your event.
- Do any guests have dietary restrictions/needs?
- We encourage you to patronize establishments that are trans- and/or BIPOC-led, or at least demonstrate support for the trans community.

#### TIP!

Invite up to 150% of your goal guest number—there will inevitably be people who can't attend or don't respond!



#### TO-DO!

If inviting people by email, make sure you have updated contact information for everyone!

#### RESOURCE!

If asking for donations of food/beverage, this Toolkit includes a template request letter.

# HOUSE PARTY TOOLKIT



## Planning Timeline

## 6 WEEKS AHEAD

### GET READY TO FUNDRAISE



- We ask House Party Hosts to raise money through our “[Together for Transhealth](#)” Peer-to-Peer fundraising pages in Funraise.
- Include the link to your personal “Together for Transhealth” fundraising page in ALL of your house party communications.



#### TO-DO!

Go to our [Together for Transhealth](#) page and click on “Start Fundraising” to create your personalized fundraising site.

### SEND INVITATIONS!



#### Things to Consider:

- How will you invite people to your house party? Email? Evite? Social Media Event? Eventbrite?
- Will you have a date by which you want people to respond so you can plan for food, etc.? Be sure to include that in the invitation, if so!
- Will your event have a theme? Will you reflect that theme in the invitations? Don't be afraid to get creative and have fun!
- WHY is it important for YOU to support Transhealth? Sharing your own WHY will encourage others to support Transhealth!

#### TIP!

If using email to invite guests, we highly recommend using the BCC function when sending.

#### RESOURCE!

This Toolkit includes template text you can use as the starting point for your invitation!



**transhealth**

# HOUSE PARTY TOOLKIT



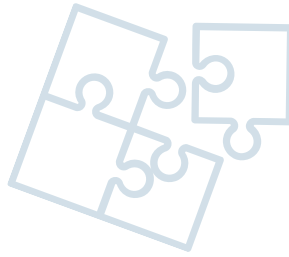
## Planning Timeline

## 4 WEEKS AHEAD

### EVENT LOGISTICS

Things to Consider:

- In addition to yourself and your team (if you have one), will you need any additional help? For what roles? Start recruiting help now!
- If you're planning to have the event outside, what's your plan for inclement weather?
- Are there parking issues you'll want to address early? E.g., letting your neighbors know, asking a nearby business/faith community if guests can use their parking lot, etc.
- Will you play music? Never too early to start creating the playlist!
- Is there anything you want to order for your party? Don't wait until the last minute!



### RESOURCE!

Start gathering all of the materials you'll need for your party.

This Toolkit includes a Materials List to get you started!

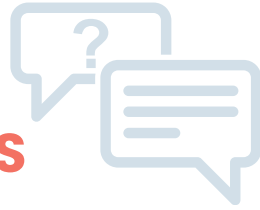
# HOUSE PARTY TOOLKIT



Planning Timeline

**2 WEEKS AHEAD**

## COMMUNICATIONS



### TO-DO!

- ☐ Touch base with any special guests/speakers, to confirm that the event is on their calendar and offer to answer any questions they have about the event.
- ☐ Send a message to all invited guests, thanking those who have RSVP'd and reminding those who haven't to do so. Include links to our [2024 Impact Report](#) and [Executive Summary](#), for those who may not be familiar with Transhealth and want to learn more. Don't forget to include a link to your "Together for Transhealth" fundraising page!

## FOOD & BEVERAGE



### TO-DO!

- ☐ If catering or pre-ordering food, touch base with the caterer/vendor to finalize the menu and give updates on RSVPs. If any of your guests have RSVP'd with dietary restrictions, also share this with the caterer/vendor now.



# HOUSE PARTY TOOLKIT



## Planning Timeline

## 1 WEEK AHEAD

### COMMUNICATIONS



#### TO-DO!

- ☐ Email those who have RSVP'd with an event reminder that includes any important information such as parking, theme/attire, directions from the closest train/bus station, etc. Don't forget to include a link to your "Together for Transhealth" fundraising page!
- ☐ Touch base with Transhealth to let them know if you need any additional materials from them, and to update them about any changes to your plan or your fundraising progress.

### FOOD & BEVERAGE



#### TO-DO!

- ☐ If catering or pre-ordering food, touch base with the caterer/vendor to finalize the menu and give updates on RSVPs. If any of your guests have RSVP'd with dietary restrictions, also share this with the caterer/vendor now.

# HOUSE PARTY TOOLKIT



## Planning Timeline

## 2-3 DAYS AHEAD

### COMMUNICATIONS



#### TO-DO!

- ☐ Touch base with any special guests/speakers to see if they have any last questions and to thank them for being part of your event

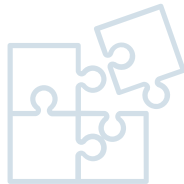
### FOOD & BEVERAGE



#### TO-DO!

- ☐ If catering, finalize the number and menu with the caterer. If ordering food, consider placing the order a couple days ahead, so the restaurant/vendor can plan accordingly. If purchasing food at a market, do your shopping now!

### EVENT LOGISTICS



#### TO-DO!

- ☐ If you have hired anyone to help with your event (servers, DJ, etc.) and will pay in cash or provide cash tips, get cash now.
- ☐ Make sure you have any materials that will be displayed. Print your remarks, including your introduction of any guests, if you want to have them written down.

# HOUSE PARTY TOOLKIT



## Planning Timeline

## DAY OF PARTY

### TO-DO!

- ☐ Get ready to have fun! You've done everything you need to ensure a wonderful, successful event. Unexpected things **ALWAYS** come up with events like this. Remember, the main goal is to bring people together in support of trans and gender-diverse communities. If that happens, you aced it!

## Planning Timeline

## 2-3 DAYS AFTER



## COMMUNICATIONS

### TO-DO!

- ☐ Connect with Transhealth to make a plan to return any Transhealth materials that were not taken by guests and to deliver any cash or check donations.
- ☐ ALSO, please share with us any feedback you have on the House Party hosting experience. What went well? Is there anything you wish you would have done differently? Anything you recommend adding to this Toolkit?
- ☐ Send thank you notes (email/digital is fine!) to those who donated (money or items), spoke, volunteered, or otherwise helped make your event a success.

### RESOURCE!

This Toolkit includes template language for thank you notes!

# HOUSE PARTY TOOLKIT



## Planning Resource

## TEMPLATE LANGUAGE FOR INVITATION MESSAGE

*We provide the text below as a starting point for you. Feel free to make it shorter, add your personal story, or include other important details about your event (theme, potluck info., etc.). Details you will need to add are highlighted in GREEN.*

Dear Friends,

Please join me on **DATE** from **START TIME–FINISH TIME** for a house party fundraiser in support of Transhealth—the only independent, non-profit healthcare organization in the United States dedicated solely to serving trans and gender-diverse communities. The event will be held at **VENUE** at **ADDRESS**.

Transhealth, based in Florence, MA, provides essential gender-affirming care, including adult primary care, pediatric care, mental health services, community support, education, and advocacy. They offer life-saving services to a marginalized group of people whose health and well-being is under attack.

Trans and gender-diverse people are facing unfathomable challenges right now—especially trans youth. From being denied medically necessary healthcare to being targeted by cruel legislation, it's clear that we must come together to fight for what is right.

This is why I'm hosting this event—to raise awareness and much-needed funds for Transhealth, and to stand in solidarity with trans and gender-diverse people.

Your presence and support at this fundraiser will help sustain Transhealth's critical and life-affirming work. You will be asked to make a donation that feels meaningful to you. Whatever you are able to contribute, what's most important is that we show up for those who need it most during these challenging times.

- **Please let me know if you can join us** by **[enter RSVP instructions, whether you want them to email you, use Eventbrite or another site, etc.]**
- **Make a gift now** by going to my "Together for Transhealth" Fundraising Page **[hyperlink your fundraising page url]**

I hope to see you there as we come together to raise awareness and make a real impact!

With love,

**YOUR NAME**



# HOUSE PARTY TOOLKIT



## Planning Resource

## TEMPLATE LANGUAGE TO REQUEST FOOD/SERVICE DONATION

*We provide the text below as a starting point. If you have a personal connection to a business, personalization always helps! Let us know if you'd like your letter on Transhealth letterhead. Details you will need to add are highlighted in GREEN.*

Dear Team Members at **BUSINESS/DONOR**,

As you likely know, the LGBTQIA+ community is experiencing a time of serious and significant threat, ranging from harmful executive orders from the federal administration to local book bans that aim to erase us from public spaces. The transgender community is particularly under attack, most notably in efforts to deny access to life-changing, and often life-saving, medically necessary healthcare. Transhealth, located in Florence, provides comprehensive gender-affirming care to trans and gender-diverse people across the lifespan. Transhealth is the ONLY independent, non-profit healthcare organization in the U.S. devoted solely to serving trans and gender-diverse communities.

### **And we could really use your help.**

As Transhealth aims to make critical healthcare services available to all who need it, clinical revenues do not cover all their costs. On **DATE**, I am hosting a fundraising event, with **# OF GUESTS**, to raise necessary funds to support Transhealth's mission.

We are looking for donations from supportive local businesses, to minimize our expenses and maximize the total amount raised. **Donations could include food, beverage, gift cards or other items to be included in a raffle. Please let me know by DATE if you are able to contribute.**

If **BUSINESS/DONOR** becomes a supporter of the event, you will be acknowledged during remarks at the event, and in all communications about the event. Please don't hesitate to reach out if you would like more information about Transhealth or the event—and if you would like to support Transhealth with a donation. Transhealth's EIN # is 85-3541509.

Sincerely,

**YOUR NAME**

**YOUR EMAIL ADDRESS or PHONE NUMBER**



# HOUSE PARTY TOOLKIT



## Planning Resource

## MATERIALS LIST

*We provide the list below as a starting point for you. If there are items on this list that don't apply to your event, just cross them off! And we've left space for you to add anything you need that isn't already listed here.*

	Item	Point Person
<input type="checkbox"/>	Decorations:	
<input type="checkbox"/>	Plates	
<input type="checkbox"/>	Cups/Glasses	
<input type="checkbox"/>	Silverware	
<input type="checkbox"/>	Napkins	
<input type="checkbox"/>	Serving Ware (dishes, platters), etc.	
<input type="checkbox"/>	Serving Utensils	
<input type="checkbox"/>	Transhealth Info.	
<input type="checkbox"/>	Check-In List	
<input type="checkbox"/>	Name Tags	
<input type="checkbox"/>	Markers/Sharpies	
<input type="checkbox"/>	Pronoun Pins/Stickers	

	Item	Point Person
<input type="checkbox"/>	Donation envelopes	
<input type="checkbox"/>	Donation Baskets	
<input type="checkbox"/>	QR codes for donations	
<input type="checkbox"/>	Pens	
<input type="checkbox"/>	Ice	
<input type="checkbox"/>	Drinks	
<input type="checkbox"/>	Signs for food names, ingredients, allergens	
<input type="checkbox"/>	Microphone/Speaker	
<input type="checkbox"/>	Games/Activities	
<input type="checkbox"/>	Printed Remarks	
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		

# HOUSE PARTY TOOLKIT



## Planning Resource

## TEMPLATE LANGUAGE FOR THANK YOU NOTES

*More personal thank you notes are always best; the text below will get you started! Most important with a thank you note is that the recipient feels...appreciated. Details you will need to add/change are highlighted in GREEN.*

Dear **VOLUNTEER/DONOR/SPEAKER**,

Thank you so much for being part of my house party **on DATE (or, e.g., "last Saturday")** to support Transhealth and the necessary healthcare they provide for trans and gender-diverse communities. Especially at this time, we need to come together to stand up for what's right and I am so moved by everyone who joined us to do just that. And I am thrilled to share that, because of you, we raised **\$TOTAL RAISED** for Transhealth!

### **For volunteers:**

I truly could not have pulled off this event without you and your contributions. [Add something about the recipient's particular contributions and how they helped the event succeed.]

### **For donors (people or businesses):**

It means so much to have **businesses/people** like you in our community, who care deeply and show up for our neighbors. [Add something about how their donation helped or was used for the event.]

### **For speakers:**

I am so appreciative to you for sharing your story, educating people about why this is so important, and inspiring people to donate. [Add a remark about something particularly moving or inspirational that they shared.]

If you don't already, I suggest following Transhealth on social media (@ourtranshealth on most social sites), to learn more about the impact of your support.

Gratefully,

**YOUR NAME**