

Host a Bracelet Party...Until There's A Cure!

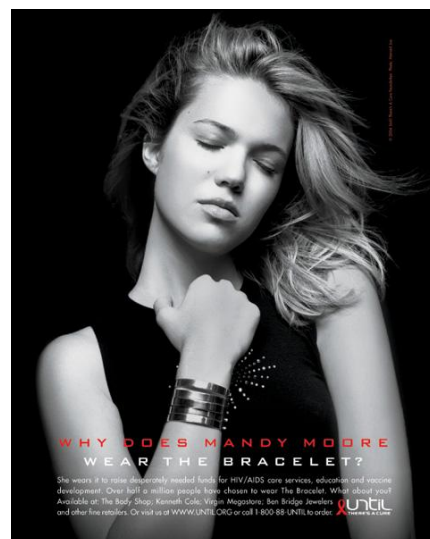
Your complete guide to hosting a fun and successful fundraiser!

FOUR WEEKS BEFORE THE PARTY

1. **GOALS.** Think about what you want to achieve by throwing your party. Some possible goals might be:
 - a. I intend to raise \$1000 for an AIDS Free Generation through bracelet sales and donations.
 - b. I intend to inform 50 people about the global HIV/AIDS crisis.
 - c. I intend to inspire 10 people to throw their own Bracelet Party
 - d. I intend to raise \$500 for my charity.

Stating your goal—even just to yourself—will help you get focused and will make it easier to move toward tangible results.

2. **INVITATION LIST.** Make a list of people to invite. Your party might be for any sort of group: your Church, family and close friends, colleagues from work or school, your neighbors, members of a community organization, parents from your children's school, etc.
3. **WHAT KIND OF PARTY?** Think about the types of activities your targeted guests normally enjoy and tailor your party in that direction:
 - a. Weekend barbeque
 - b. Sit-down dinner
 - c. Cocktail party
 - d. Sunday Brunch
 - e. Church Screening
4. **WHEN?** Decide on a date and time for your party. You'll want to give your guests three to four weeks' notice, as well as allowing yourself ample time to prepare.
5. **THE BRACELETS.** Estimate how many of our stylish Bracelets you think you will sell. Of that total amount, decide which styles and sizes you think you'll need. Email us at orders@until.org or call us at 650-332-3200 to order your bracelets for your Bracelet Party.
6. **THE CONTRIBUTION.** Set the amount of contribution you will ask from your guests. This can range from \$0 to over \$1000 per guest; depending on what you think is appropriate for your target audience. You can ask for contributions at the door, or do a pitch for donations later in the night.
7. **REGISTER.** Register online to host your party. Once we've received your registration form, your order form, and credit card deposit form, you'll be all set to host your own Bracelet Party!



THREE WEEKS BEFORE THE PARTY

1. *GET SUPPORT.* Recruit a like-minded friend or two to lend a hand.
2. *INVITATIONS.* Make up invitations, print them out, and mail them. Use the internet to invite your friends: email your friends; post the event on your Facebook page, Tweet about it, etc. Announce your event to the local newspapers (download Press Release template).
3. *THE MENU.* Plan your menu. Another option is to approach local restaurants to ask for donations of food. Business owners are often happy to donate to nonprofit events in exchange for publicity.
4. *EQUIPMENT.* This is the time to locate and reserve everything you'll need, whether from friends, a party store, or a rental outfit.

TWO WEEKS BEFORE THE PARTY

1. *FOLLOW UP.* Call or email the guests on your list. Ask if they received your invitation and whether they'll be attending.
2. *SHOP.* Will you need clipboards and pens for sign-in sheets? Envelopes for donations?
3. *MATERIALS.* Download and make copies of any fliers, fact sheets, and posters you want for your party. Create sign-in sheets or any other printed materials you will need to have on hand.

ONE DAY BEFORE THE PARTY

1. *SET UP.* Clean the house or other venue where your party will be held. Prepare and set out the food and drinks. Put up any posters. Set up chairs and any other physical equipment.
2. *THE BRACELETS.* Create an enticing display of the various bracelets. A table can be augmented simply yet tastefully with a beautiful scarf or cloth, and some flowers.

PARTY DAY!

1. *AT THE DOOR.* Welcome your guests as they arrive and direct them inside. If you have a sign-in sheet or name tags, ask the guests to fill them out. This is also a good time to collect donations, if you've decided to do so at the door.
2. *MINGLING.* Allow your guests to meet each other, socialize and get settled.
3. *THE PITCH.* Throughout the night, direct people toward the table with the bracelets. Explain who will benefit from the proceeds, and any details about the bracelets. This is also a good time to give your guests more facts about HIV/AIDS and the victims throughout the world.

AFTER THE PARTY

1. *CAST.* Deposit all cash you've collected into your own account, and write a check for that amount to: Until There's A Cure.

2. RETURN UNUSED PARTY MATERIALS.

- a. Unsold bracelets
- b. Any checks, including the one to Until There's A Cure
- c. Any notes or party photos
- d. Please send everything back to us **within 14 days** of your party date.
- e. If you would like to keep the bracelets longer and continue to sell them, send an email to info@until.org and put "Extension" in the subject line. We welcome and appreciate your efforts!

We will email you once we receive your Bracelet Party Return Package

3. THANK YOU NOTES. Thank your guests for joining the Fight Against HIV/AIDS by participating in your Bracelet Party. Please include a link to www.until.org.

4. SHARE YOUR STORY. Send us an email at info@until.org telling us about your Bracelet Party experience so we can post your success story on our website. If you took pictures, please include them!