

HOSTING A CULTIVATION EVENT

Hosting an event is a great way to bring friends, colleagues, and family members together to raise funds for URGE.

This toolkit will help you create a fun and engaging event that introduces URGE to new supporters and increases URGE's visibility.

We encourage your creativity and resourcefulness in hosting a small or large party, which could take place in your home or office, or at a restaurant.

URGE will provide you with promotional materials, donation/pledge cards, and any guidance you may need in making your event a success.

We will rely on your initiative, contacts, and creativity in moving your house party forward. This includes:

- Thinking about what event will work best for you and identifying your target audience
- Identifying a space
- Brainstorming creative ways to market, create and distribute invitations or e-blasts
- Underwriting the costs associated with the event by asking colleagues/friends/restaurants to co-host and/or help you in planning the logistics
- Creating an achievable fundraising goal.

Your support is greatly appreciated and we look forward to hearing your ideas!



FOR MORE INFORMATION, PLEASE CONTACT:

Abiha Zakariya
Director of Individual Giving
URGE
azakariya@urge.org
URGE.org

URGE'S HOUSE PARTY KIT INCLUDES:

Sample invitation
Sample agenda
Sign-in sheet
Pledge form

HELP URGE THRIVE BY HOSTING A HOUSE PARTY!

FORMAT

We recommend a two-hour cocktail party, beginning at 6:00 pm or 6:30 pm. However, you know what will work best for your friends and colleagues. Choose a place where you and your guests will be most comfortable. This could be at your own home or apartment, or a meet-and-greet at your workplace. You can host the party alone or with a friend or group of friends - if your home is not large enough to host a house party, consider asking a friend who has a great space for a cocktail party to co-host it with you.

House party events can be as formal or as informal as you wish. They can serve as both a fundraiser and a fundraiser. URGE is here to support you as a host, whether you want to throw a relaxed get-together, or a more formal event designed for donors who can give at higher levels.

Please contact Abiha Zakariya, the Director of Individual Giving so our team can work with you directly to plan and implement a fun and successful event.

Consider setting a fundraising goal for the event and announce it to guests when you ask for their support at the event.

WHAT TO SERVE

Refreshments can be as simple as you like. You might provide refreshments yourself or prefer to hire a caterer. You also could seek help from friends who like to cook or local restaurants who may donate their resources in support of URGE's cause.

WHO TO INVITE

Friends, family members, colleagues, acquaintances - it's up to you to decide who to invite, get out the invitations (mail and/or email) and keep track of who is coming, so you will know how many to prepare for. Follow-up texts, emails, and phone calls will definitely increase attendance. *You'll find a sample invitation on the next page.*

LOGISTICS

Think about directions by car or public transportation and where guests can park, and let them know. Ask a friend or two to serve as greeters, if needed. They'll answer the door, take coats, make sure people sign in, and help collect checks. Do let us know about your event, so we can send you the materials to share with your guests.



SAMPLE INVITATION

This can be as simple as a text or email, or we can send you an alterable version of the following invitation once you've decided to host a party.



You are invited to a cocktail party
at my home in support of URGE

JANE AND JOHN SMITH
323 XYZ STREET
CITY, STATE

MONDAY, JULY 29, 2025
6:00PM TO 8:00PM

RSVP
(XXX) XXX-XXXX
EMAIL ADDRESS

Come learn about URGE's work in building
young people's power for reproductive justice.

If you can't attend, please consider making a gift online at
urge.org/donate or contact us at
giving@urge.org for more ways to give.

SAMPLE AGENDA

6:00 pm	Guests begin arriving.
6:45 - 6:50 pm	Host welcomes guests, thanks them for coming, explains why they are connected to URGE, and describes why they are inspired by its work.
6:50 – 7:00 pm	Q&A.
7:00 – 7:05 pm	Host thanks guests for their attention, encourages them to visit the website, and asks them not to leave without filling out a pledge form. (“Please sign up to support URGE. You can give tonight using these donor pledge forms [hold one up], or take one with you, or donate online at URGE.org.”)
7:05 pm	Party resumes.
8:00 pm	Guests depart.

SAMPLE TIMELINE

SIX WEEKS OUT

- Decide upon format, place and time for your house party.
- Decide if you need or want a co-host(s).
- Let URGE know about the event, so we can get you everything you need in the way of materials.
- Consider if you need or would like food and/or beverage donations and reach out to potential in-kind donors.

FIVE WEEKS OUT

- Create your invitation mailing list.
- Create your party invitation.

FOUR WEEKS OUT

- E-mail and/or send hard copy invitations.

THREE WEEKS OUT

- Ask a friend or two to serve as greeters. They'll answer the door, take coats, make sure people sign in, and help collect checks.

TWO WEEKS OUT

- Call or email everyone who has not RSVP'd. Ask if they're coming and keep a list of who is attending.

ONE WEEK OUT

- Review our website, URGE.org, and information packet so that you're able to answer questions.
- Make sure you have all the materials you need from URGE, including donor pledge forms.

WEEK OF EVENT

- Remind greeters of their duties and the time they need to arrive.
- Purchase and prepare refreshments.
- Print enough sign-in sheets to accommodate your estimated number of guests.

AFTER THE EVENT

- Please send the gifts collected and the sign-in sheet(s) to URGE within 24 hours.
- Once URGE receives the contributions, we will send your guests thank you letters.
- If you can, please send one yourself – an email or handwritten thank you note – to add a personal touch.
- Post event pictures on your Facebook page or other social media profiles, send the link to everyone you invited and remind them that it's not too late to donate or host a house party of their own.
- Pat yourself on the back and know how much we appreciate all the work you've done to raise critically needed funds for URGE!

SIGN IN SHEET

NAME(S)

ADDRESS

CITY STATE ZIP

EMAIL PHONE

NAME(S)

ADDRESS

CITY STATE ZIP

EMAIL PHONE

NAME(S)

ADDRESS

CITY STATE ZIP

EMAIL PHONE

NAME(S)

ADDRESS

CITY STATE ZIP

EMAIL PHONE

PLEDGE FORM

Become a Youth Justice Catalyst with a gift of \$1,000 or more

\$10,000 or more

Named giving opportunities • Personal messages from our leadership team • Special recognition at select events • Submit ideas to Em-URGE-ing Voices • Invitations to events and donor gatherings • Listing in newsletter • URGEnt Updates • Customized digital badge

\$5,000 to \$9,999

Personal messages from our leadership team • Special recognition at select events • Submit ideas to Em-URGE-ing Voices • Invitations to events and donor gatherings • Listing in newsletter • URGEnt Updates • Customized digital badge

\$2,500 to \$4,999

Special recognition at select events • Submit ideas to Em-URGE-ing Voices • Invitations to events and donor gatherings • Listing in newsletter • URGEnt Updates • Customized digital badge

\$1,000 to \$2,499

Submit ideas to Em-URGE-ing Voices • Invitations to events and donor gatherings • Listing in newsletter • URGEnt Updates • Customized digital badge

Become a Friend of URGE

\$500 to \$999

Invitations to events and donor gatherings • Listing in newsletter • URGEnt Updates • Customized digital badge

\$250 to \$499

Listing in newsletter • URGEnt Updates • Customized digital badge

Up to \$249

URGEnt Updates • Customized digital badge

JOIN OUR SQUAD

with a gift of \$5 or more a month on your credit or debit card and have an immediate and ongoing impact on our work. Sign up now and we automatically deduct payments each month.

JOIN THE DARSHAN KHALSA LEGACY SOCIETY

by making a bequest or donor designation to ensure the short and long-term growth and sustainability of the organization.

I/WE WILL FUEL THE FIGHT FOR SAFE COMMUNITIES WITH A GIFT OF:

- ☐ \$10,000 ☐ \$5,000 ☐ \$2,500 ☐ \$1,000
☐ \$500 ☐ \$250 ☐ \$100
☐ Other Amount \$ _____

Name(s) _____

Address _____

City _____ State _____ Zip code _____

Telephone _____

Email _____

PAYMENT INFORMATION

- ☐ Please accept my check made payable to URGE
☐ My donation will be paid through a Donor Advised Fund
☐ Please charge \$_____ to my credit card
☐ ONE TIME OR ☐ MONTHLY

Credit card number: _____

Expiration date: _____

Name on card: _____

Security code: _____

- ☐ I/We wish to remain anonymous
☐ Please contact me about making a gift through Securities, Wire Transfer, or Family Foundation

MULTIYEAR GIFT PLEDGE

- ☐ My/Our gift will be paid in
☐ annual or ☐ semi-annual installments over a period of:
☐ one year ☐ two years
☐ My/Our first pledge payment will begin on _____
 URGE will send timely pledge payment reminders.

MATCHING GIFT

Many corporations and businesses match their employees' charitable donations. To help maximize your gift, please inquire whether your company offers this special benefit.

Company name: _____

- ☐ My employer ☐ My spouse's employer

Matching gift form:

- ☐ Enclosed ☐ Will arrive under separate cover

Please contact me about:

- ☐ volunteering ☐ hosting an event in my home/workplace
☐ making a bequest ☐ other potential funders of URGE
☐ My/Our gift is ☐ in memory of or ☐ in honor of:

For more information please contact Abiha Zakariya at azakariya@urge.org.

URGE is a 501(c)(3) organization, and your gift is fully tax deductible to the extent allowed by law.

Please return this form to: URGE, 4315 50th Street NW, Suite 100 Washington, DC 20016