



## HOUSE PARTIES FOR LARRY KING

### **A guide for hosting your own House Party for Larry King**

Thanks very much for agreeing to host a House Party for Larry King. The Larry King for US Congress Campaign is truly about building a new type of politics through grassroots efforts like the House parties that you're hosting. The goal of each host party is to get Arizonians in Arizona's Fifth Congressional District to commit to voting for Larry King in November.

There are two vitally important parts to your house party:

**Inform** – One of the primary goals of your house party should be to inform your guest about Larry King and to educate them about the campaign.

**Incite** – Once they're informed, hopefully your guests will want to get involved. Make sure they know how much even a few hours of volunteer help or a few dollars can help. Ask them to make a commitment that day to collect signatures for the campaign, knock on their neighbors' door, call their family and friend, at a minimum. Also make a pitch for your guest to make a monetary donation and to hold their own House Party for Larry King.

The following pages include step-by-step guidelines for planning a successful party. This packet, along with the resources on the campaign website, [www.larryking06.com](http://www.larryking06.com) should provide all you need. If you have questions, feel free to email us at [info@larryking06.com](mailto:info@larryking06.com).

Sincerely,

A handwritten signature in black ink that reads "Larry King". The signature is written in a cursive, slightly slanted style.



## ***STEPS TO A SUCCESSFUL HOUSE PARTY FOR LARRY KING***

Pick a date and time for your house party. Plan at least two weeks in advance; you need enough time to plan it and give your guests some notice. The Larry King for US Congress Campaign Team is available to assist you by designing the invitation, sending invitations to your guests, track RSVPs, and contact confirmed guests to confirm attendance.

**STEP 1: Contact the Campaign's House Party Coordinator, Donna Gratehouse at 480-451-1099 or at [info@larryking06.com](mailto:info@larryking06.com) to schedule your party.**

If possible, we will arrange for Larry King to attend your party. We will do everything we can to make Larry available, but please do not put off your party if he is not available. Given the number of House Parties that will be taking place during the next several months (over 100), Larry may not be available for every party, but a speaker will be available.

### **STEP 2: Tell Everyone You Know.**

Make a list of all the people you know who would be interested in supporting Larry King for Congress Campaign. Consider these people:

Family members	People from your work community ( co-workers, partners, colleagues, clients)	Community leaders you know (school board members, school principal, local elected officials, community activists, etc.)
Friends	People from your labor union	Professionals you know, personally or businesses you frequent (store managers, doctors, lawyers, teachers, accountants, physicians, pharmacists, café and bar owners, etc.)
Social acquaintances (old friends, classmates, teachers, etc.)	Members of your community groups (neighborhood associations, block club, social club, PTA, food coop, exercise class/gym, etc.) Members of other volunteer or advocacy groups with which you are affiliated	People from church, temple, mosque or other spiritual affiliation

**HERE'S A TIP:** Don't rely exclusively on email to invite guests. Show your guests you're serious about making your event a success. The more times you remind guests about your event, the more likely they are to show up:

Send email or snail mail invitations

Follow up with a phone call to invitees. **Calling your guests will increase your turnout dramatically.**

Invite people in person if you see them regularly (leave the house with hard copy invitations in hand).

Closer to your event, send a reminder email and/or make reminder calls.

The day before your event, call people who you think might need a reminder.

**Fun idea:** Organize a house party with friends – partner up with a few different people who have their own connections and social networks and can help you co-host the event.

Make sure your invitations include clear directions and/or a map to your house.

### **STEP 3: What You'll Need**

All of the written materials you will need for your house parties, including campaign literature, petitions, petition instructions, volunteer pledge forms, sign-in sheets and more are available from the Campaign Team and on the campaign website ([www.larryking06.com](http://www.larryking06.com)).

You will also need:

Signs directing people to your home/apartment (if necessary)

Name tags and markers

Refreshments

A number of pens and clipboards or other flat spaces for writing

A camera – please take some photos for our website!

### **STEP 4: Throw Your Party**

If you have the people power, designate greeters to help guests find parking, take coats at the door and/or point out the bathroom (if necessary). You may also want to have someone sitting at a welcome table that has name tags and sign-in sheets, as well as pledge sheets, envelopes and a donation box available for people to make pledges or donations throughout the course of the party.

The program itself should be brief, no longer than 30 minutes. A sample agenda is included in this packet.

Remember, you will want to prepare your remarks ahead of time. Focus on the reasons why you, personally, are committee to the Campaign. Time the beginning so that most people will be there when you begin, usually about 45 minutes into the party. The host should call for people's attention, which is a cue for someone to get the pledge sheets, petitions signature sheets and petition instructions, and contributions forms ready.



**STEP 5: Party Follow-Up**

After the party, you will need to send your sign-in sheets, pledge sheets, volunteer forms, and contribution forms to us at

Larry King for US Congress  
PO Box 4058  
Scottsdale, Arizona 85261

The list of your attendees will be can be entered into our database and contacted in the future. Also, if you have feedback on your party and/or ideas for enhancing our house party process or this packet, please let us know; contact us at 480-451-1099. Be sure to give us a summary of the event and start thinking about the next house party you'd like to host and how you can recruit other hosts, too.



## *House Party Frequently Asked Questions*

**Q: What is a House Party?**

A: A house party is a group of people getting together to talk about the election, Larry King, and ways to help support his campaign for the United States House of Representatives. They don't need to be elaborate events; just a few friends getting together to talk about ways to help Larry King count as house parties. They don't require a lot of planning, money, or time and they're a great way to get involved and support the campaign.

**Q: I haven't really been involved in campaign politics before...am I the right person to hold a house party?**

A: You're exactly the type of person who should host a house party. The Larry King for US Congress Campaign is driven by its grassroots support, especially those who haven't been involved before. We want to reopen the political process and include all those who feel disconnected. By hosting a House Party for Larry King, you're strengthening our base and making this campaign a powerful movement for change – and helping reach out to more people like you.

**Q: How much time does it take?**

A: House parties can be small and simple affairs – just inviting a few neighbors over for an hour is a great accomplishment for the campaign. House parties don't take too much time and are designed to appeal to those who haven't before been too involved in elections.

**Q: How much do I need to spend on this?**

A: Hosting a house party doesn't need to cost you anything, but you might want to have some refreshments on hand for your guests. Any money spent will be an in-kind contribution or donation to the campaign so we're asking that you don't spend too much (and certainly not more than \$500).

**Q: Do I have to ask my guest for money?**

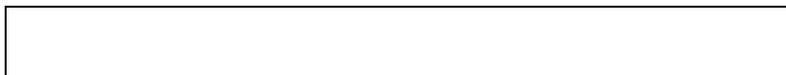
A: No! You don't need to do any fundraising to have a successful house party. The purpose of these house parties is to bring new voters into the process, talk and brainstorm ways to help Larry King, and talk about his positive vision for Arizona and the Nation.

**Q: How do I find people to invite?**

A: Go through your address book, holiday card list, etc. Invite your friends and neighbors. Do you go to a local coffee shop? A place of worship? A grocery store? Post fliers there, too!

**Q: If I can only get X people to my house...is it even worth holding a party?**

A: Absolutely. We don't have attendance requirements for house parties and welcome all events at all sizes. If you and your few neighbors want to meet together to discuss the ways you can help Larry King win in November, we're all for it. Even a few people who haven't been involved is a major accomplishment. If you want to hold an event for 200 friends, we'll support that, too!



**Q: What if someone from the press learns of the party and wants to attend?**

A: House Parties are “closed to press,” meaning that a member of the press may attend as an individual, but not in the capacity of a journalist. If you have questions about the press policy, please contact [info@larryking06.com](mailto:info@larryking06.com), or call our office, or refer the journalist to our Communications Department.

**Q: Will Larry King be able to attend my event?**

A: While Larry King would love to attend every event, he is unable to do so because of his schedule. The Campaign does have co-chairs and many other supporters who *might* be able to attend *some* events, but you should contact the Campaign House Party Team for information.

**Q: Do you have any materials I can distribute at the party?**

A: We’ll have all the materials that you need to distribute at the party: sign-in sheets, pledge sheets, volunteer forms, and contribution forms, commitment forms, yard signs, bumper stickers, etc. After you sign up your party with the Team, we’ll contact you to make sure you get all that you need. Some materials you can print out from our website, ([www.larryking06.com](http://www.larryking06.com)). If you have any questions, feel free to contact us at [info@larryking06.com](mailto:info@larryking06.com).

**Q: I still have more questions...who can I talk to?**

A: If you have questions we haven’t covered, we have plenty of ways to get more information. You can email [info@larryking06.com](mailto:info@larryking06.com) or call 480-451-1099 and say you’d like to talk to the House Party Team.



**SAMPLE AGENDA**  
*Provided by the Larry King House Party Team*

- I. Welcome and introductions
  - A. Host Introductions.
  - B. Host will have all guests introduce themselves and tell the crowd where they are from.
  
- II. Talk about Issues.
  - A. What issues draw you to Larry King?
  - B. What are the major issues or problems that your community faces?
  - C. How can Larry King being in Congress help you?
  
- III. Brainstorm other ways to bring Larry King's positive agenda to the community and recruit other guests to host house parties in the future.
  
- IV. Q&A.
  
- V. Ask for people to get involved:
  - A. Pledge to collect at least 50 petition signatures by June 1, 2006.
  - B. Sign up to be part of the campaign
  - C. Commit to voting for Larry King
  - D. Host a house party of their own
  - E. Make a contribution to the campaign





**A House Party in Support of**

**LARRY KING**

**[With Special Guest(s)]**

**[State Rep....]**

**[President of ....]**

**[Radio host ....]**

**At the home of [.....]**

**[Address]**

**[Month date], 2006**

**[Time]**

**To become a host or to RSVP to this event:**

**Contact [name] at [x@yahoo.com](mailto:x@yahoo.com),**

**Visit [www.larryking06.com](http://www.larryking06.com)**

**Or call [xxx-xxx-xxxx]**

I am volunteering my time and efforts for the Larry King for US Congress, but am not otherwise authorized to act on behalf of and/or present myself as an official and/or agent of Larry King, and/or the Larry King for US Congress Campaign. The Larry King for US Congress Campaign, and Larry King are not responsible for the content of communications made by Larry King House Party event hosts or guest.

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**[www.larryking06.com](http://www.larryking06.com)**





Please sign up to be a Larry King Connector.

Name	Address	Phone	Email
	<i>Street Address</i>	<i>Include Area Code</i>	
	<i>City ZIP Code</i>		
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	<i>City ZIP Code</i>		

Submitted by:

Name \_\_\_\_\_

Printed in House. Labor Donated.

Fax 480-451-8012

Event Date/Time \_\_\_\_\_

**PAID FOR BY LARRY KING FOR US CONGRESS**