

HOST AN EVENT FOR THE ACLU OF MINNESOTA

Thank you for your interest in hosting an event for the ACLU of Minnesota!

WHAT DOES IT MEAN TO HOST AN EVENT FOR THE ACLU-MN?

Events for the ACLU-MN are meant to be social fundraising and/or informative events. As a host, you get to plan a fun event and share the increasingly imperative work of the ACLU-MN and encourage people to donate toward our mission.

We encourage hosts to (briefly) speak at your event sharing why support of the work of the ACLU of Minnesota is important to you.

In some cases, a staff member of the ACLU-MN may also be able to come to speak and answer questions.

HELPFUL STEPS FOR HOSTING AN EVENT

- Events hosted for the ACLU-MN are meant to be customizable and easy opportunities to support the defense of civil liberties. We encourage you to plan this event however works best for you!
- ***After you read through this packet, sign up to host an event at this [online form](#)***

Step 1: Plan Out Your Event

- **Pick date and time-** Events hosted for the ACLU-MN are scheduled at least 3 weeks out from your desired party date. I
 - *If requesting a speaker, please submit form at least 5 weeks in advance.*
 - This allows enough time for you to invite your guests, and time to schedule an ACLU-MN staff member or community member as a speaker, if you so choose.
 - You can decide the length of your event, but we recommend no longer than 2 hours.
 - On average, speakers talk for about 30 minutes about ACLU-MN and ACLU programmatic work with time for a Q & A.
 - **Event Ideas:**
 - *North Star Talk*
 - Commonly known as a "house party"
 - Event at your home
 - Representatives from the ACLU-MN in attendance
 - Requires speaker request and at least 5 weeks' notice
 - ACLU-MN provides two digital invite designs, customized with your event details, to pick from for you to send to your guests.
 - An email for an ACLU-MN staff member will be included on the invitation for your guests to RSVP to. We will keep track of the RSVPs and bring name tags for your guests on the day of the event.

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- **Event Ideas Continued**
 - Show
 - Art show, music, dance, poetry, etc.
 - Neighborhood/Community Event
 - block party, park picnic, community center event, etc.
 - Portion of Business Sales
 - Movie/Documentary Screening
 - Book Club event
 - Lemonade stand
 - The options are unlimited!
- Rest of event time typically spent mingling among guests with opportunity to talk with the speaker of your event.
- **Location-** If possible, it is recommended you use your own home for the event. A home is often more inviting and comfortable for guests and can help save money of facilities fees at an event space.
 - If you are not comfortable for hosting a party at your home for any reason, you are welcome to host at an event space such as a park, community center, brewery, etc.
 - Another option is co-hosting the party at a friend or family member's home!

Step 2: The Guest List

- **The Number of Guests-** Your house party can be as big or small as you choose.
 - We recommend inviting two to three times as many people as you would like to attend. This will help you reach your desired attendance **number while accounting for anyone unable to attend.**
- **Making Your Guest List-** This is a great opportunity to get the people in your life involved with an organization you support and to learn about the current state of civil liberties in Minnesota and around the country! Invite friends, family members, coworkers, neighbors, etc.

Step 3: Inviting Your Guests

- **Invitations-** Think of how you would like to invite your guests!
 - Invite ideas:
 - Facebook event
 - Email invitation
 - Phone call
 - Text
 - Printed invitation
 - *For North Star Talks only*
 - *ACLU-MN provides two digital invite designs, customized with your event details, to pick from for you to send to your guests.*

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- **Follow-up & Reminders-** An extra personal touch goes a long way to encourage guests to attend your event. Don't forget to call or email guests a couple days before your event to remind them and encourage them to join!
- **RSVPs-** Collecting RSVPs helps make it easy to keep track of your guest count and know who to thank after your event.

Step 4: The Day of the Party

In addition to standard party planning, such as food and drink, we recommend also including:

- **Greeter(s) & Welcome Area-** This is where guests will be welcomed to your party and pick-up their nametags. This area will also be helpful for taking guests coats, bags, umbrellas, etc.
- **Printed Materials-** Materials about the work of the ACLU-MN and the ACLU will be provided, along with fun branded ACLU-MN items. These can be placed on your welcome table for guests to grab and/or dispersed throughout the party.
 - Review the FAQ sheet, newsletter, and other educational materials to familiarize yourself with them before the event. If you have questions, feel free to email Grace at gsledge@aclu-mn.org.
 - If you do not have a welcome area, or want to put materials in a different place, that's okay!
 - Dispersing materials around your event space helps ensure they aren't missed and can be conversation pieces.
 - The ACLU-MN office will provide materials for the event.
 - **Material choices include*:**
 - ACLU-MN informational brochures
 - Constitutions
 - Pocket sized
 - Each constitution booklet includes both the US and the Minnesota State Constitutions
 - Know Your Rights cards
 - When stopped by police and/or ICE
 - LGBTQIA2S+ rights cards
 - K-12 students' rights cards
 - College students' rights cards
 - Information on our legislative priorities
 - ACLU-MN biannual "Liberty Magazine"
 - ACLU-MN branded
 - Pins
 - Pens
 - Bookmarks
 - Stickers
 - "I am an ACLU-MN Voter" postcards to send to your representatives
 - Donation envelopes
 - Once you have you complete the form, we will reach out to confirm your event and set-up a date for you to come pick-up the materials for your event!

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Step 5: Let's Party!

- **Assign a Timekeeper-** If you are having a speaker, we highly recommend someone keep track of the clock to ensure there is enough time for the presentation and questions.
- **Your Pitch-** Whether you have a speaker or not, we recommend gathering the crowd for a quick welcome.
 - When welcoming your guests, make sure to include a personal story about what the ACLU-MN and ACLU means to you.
 - Inviting others to do the same is a great way to get guests involved. And don't forget to thank them for coming!
 - We have provided some talking points on our work, but the most powerful way you can be an ambassador is by sharing how *your own* experiences and passions connect to our mission. Make sure your audience knows what inspired you to take action.
 - If you are comfortable, this is a great time to encourage your guests to become members of the ACLU-MN and ACLU.
 - Sign-up to be a member by going to our website:
<https://action.aclu.org/give/minnesota-join-renew-today>
- **Take Pictures-** If you take pictures and would like to share them with the ACLU-MN we would love to be able to highlight supporters on our website, social media, and/or newsletter!
 - If you'd like to send in pictures, please email them to: gsledge@aclu-mn.org
- **HAVE FUN!**

Step 6: Thank You

- If anyone donates or becomes a member, staff will send them the appropriate thank you/correspondence. We also recommend you follow up with your guests and thank them for joining your event!

We encourage you to take initiative and make this event your own!

Questions?

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