



What are House Parties?

House Parties are casual gatherings where moms, dads, grandparents, and others in your community learn about air pollution and climate, and how these issues affect their families and communities. At House Parties, participants share stories, make connections, and take action.

The purpose of a House Party is to organize, motivate, and activate volunteers. House Parties can be used to engage and educate the community about local, state, regional, or federal issues. They include a call to action focused around our issues. House Parties are a way to inspire volunteers and take action.

House Party Goals:

- Bring like-minded members of the community together to hear about opportunities to get involved with Moms Clean Air Force
- Engage in discussions about air pollution, climate change, and other environmental health concerns in the community
- Build and solidify relationships in the community
- Take meaningful action on our issues
- Inspire volunteers to commit to getting involved

Materials:

- Folders (Moms Clean Air Force FactSheets)
- Sign-In Sheets
- Pens
- T-shirts
- Coffee mugs
- Snacks
- Name Tags
- Thank you Cards



Before the House Party

- Find a host location for your event. Possibilities include: a volunteer's house, a local coffee shop, or the local library.
- Confirm the date, time, and location with your host.
- Invite a few local organizations to join as partners in the event. Ask if they can help with outreach.
- Invite your local network. Use email, Facebook, phone calls, in-person conversations, and Twitter to let people know about your event.
- Confirm partners, if partnering with other organizations/groups.
- Assign attendees a role during the event. (Example: bring snacks, napkins, veggie platter, be a greeter, make sure everyone has signed up, take some pictures, Tweet about the event, etc.)
- Make sure attendees RSVP via facebook event, registration page, etc.
- Touch base with your host to go over logistics and make sure you have enough chairs, etc.
- Call to confirm attendance the day before the event

Crowdbuilding

- Confirmation process - Call, email, text message, and tag your attendees via Facebook to remind them about the event
- Use social media to promote the event and create excitement. Take pictures and short videos while you are preparing your materials and post them.
- Make sure to invite local community groups, local organizations, faith-based institutions, and local parenting groups.



During the House Party

- Show up early to set up
- Ensure that there are enough chairs for everyone you expect to attend. Greet each person as they arrive and give them a name tag.
- Introduce yourself to the group. Briefly state why you are involved with Moms Clean Air Force, share your personal story and invite a few attendees to share theirs (5-7 mins.)
- Give an overview of Moms Clean Air Force
- Discuss urgent air pollution issues. (See Talking Points for information about the Mercury and Air Toxics Standards.)
- **Make an ask** – Call your Representative to express your concern with the rollback of the Mercury and Air Toxics Standard. Other possible asks: Host a House Party of your own, attend an upcoming event, sign up to be a volunteer; sign an LTE; attend a meeting with an elected official.
- Have them fill out the Pledge to Vote card
- Take pictures with the group during the event while they are filling out their Pledge to Vote cards.
- Thank the host and everyone who attended
- Let everyone know that you will be following up with them to remind them of the upcoming events
- Take a final picture with the group and post it on social media
- Consider making short videos of the discussion or of the moms talking about why they are there and why they care about mercury pollution so that you can share on social media

After the House Party

- Check in with us and let us know how it went! Contact Victoria Rachmaninoff at vrachmaninoff@momscleanairforce.org and let her know how many people attended and what actions you've planned as a result of the House Party
- Follow-up and thank the attendees to remind them of their commitment to take part in future actions
- Thank them via Social media
- Post pictures of the event and let other members know that they can attend upcoming events, etc.



Dos and Don'ts

Dos

- Make confirmation calls to people who registered
- Practice your remarks, including your personal story about why you care
- Be friendly, meet everyone, and work the room
- Keep the talking section short
- Follow up with sign-ups from the party
- Take a lot of pictures and post them on Social Media

Don'ts

- Don't let anyone leave without sign-in or filling out a pledge to vote card
- Don't forget to follow up and thank the attendees.
- Don't talk for more than 5-7 minutes



Example - House Party Agenda

- 5:30pm:** Arrive at the location of your House Party with the snacks and materials.
Check in with host.
- 5:45pm - 6:00pm:** Set up the room with the supplies, food, etc.
- 6:00pm - 6:30pm:** Arrival and Sign-in
- 6:30pm:** **Welcome the group and thank the host**
- Introduce yourself (briefly) and give an overview of what you will be talking about.
 - Ask attendees to introduce themselves
- 6:35pm – 6:50pm:** Volunteers share personal stories
- 6:50pm - 6:55pm:** Give an overview of Moms Clean Air Force
- Review the Moms Clean Air Force website.
 - Give an overview of the work that Moms Clean Air Force does nationally and locally
 - Touch on the impact of children’s health and the Moms Clean Air Force message
 - Have you seen any of these issues in your community?
 - What issues do care most about?
 - Also, ask each attendee to take the next step and host a House Party.
 - Pass out the Pledge to Vote Cards
- 6:55pm - 7:30pm:** Give a Closing Thank you.
- Remind them of their commitments before they leave.
 - Stress the importance of getting involved with their community.
 - Give everyone your contact information.
 - Take a picture with everyone together
- 7:30pm - 7:45pm:** Clean up the room and debrief with host.
- Provide the host with a thank you card you’ve written before the event.