



# TransFair USA

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## What to Do Before, During and After Your Event

**We hope this checklist will help you plan your event. Thank you for taking action to make the benefits Fair Trade an important conversation within your community.**

### **BEFORE:**

- Review all the materials in the on-line House Party Organizing Kit. This is your guide to organizing your event. Fun ideas, sample timelines, fact sheets and instructions are all here.
- Register with us to host your house party if you have not already. This allows us to support you better, ensure that you receive the materials you need and to share our gratitude for your leadership.
- Determine date, timing and the general flow of your event.
- Invite your guests. This may seem obvious, but it's not something to overlook! You may consider inviting friends and family that are far away or that you know will not be able to attend to let them know Fair Trade and why you support it. You may wish to use traditional paper invitations, e-mail, Evite or even your MySpace page – feel free to be creative!
- If you plan on raising money, we encourage you to set a fundraising goal. This may be something you wish to communicate in your initial invitation to encourage people to give.

### **DAY OF PLANNING:**

- Ensure you have received your packet of materials from us and have the information available to share with guests. Make sure you have reviewed the materials and those in the Organizing Kit well to act as a resource for your guests. (You can also always refer them directly to us or the website.)
- Think through how you plan on talking about Fair Trade and TransFair. For some of you who are comfortable public speakers, this may be easy! For those who are a little less comfortable in this capacity, you may wish to write down a few talking points.
- If you plan on showing a film, ensure that your electronic systems are working and you know the DVD works or when the public broadcast will be on.

- Make sure to have enough copies of the sign in sheet for guests and make it prominent for when they walk in or available to pass around at the end of the event.
- Have nametags available, if desired.

#### **DURING THE EVENT:**

- Make sure your guests fill out the sign in sheet. Unless noted, we will send them our monthly newsletter – the Fair Trade Beat – to stay up to date on new Fair Trade Certified products and the impacts of Fair Trade on communities around the world.
- Don't be afraid to ask your guests to financially support TransFair! Again, we know some of you may be less comfortable with this, but this is an important act in enabling the Fair Trade movement to grow. We have put together some helpful tips on this.

#### **AFTER THE EVENT:**

- Let us know how it went! Please fill out an on-line evaluation form available in the House Party Organizing Kit.
- Mail us your sign in sheets and any donations you collected.
- Thank your guests for coming – send a follow-up e-mail, if desired with links to TransFair USA and more ideas about how to get involved.
- Celebrate being a leader in the Fair Trade movement! Enjoy the feeling of having organized an amazing event for something you care deeply about.