



HOUSING + EMPLOYMENT + LIFE SKILLS

“HOME SWEET HOME” PARTY PLANNING KIT

October 1, 2009 – January 15, 2010

Thank you for hosting a “Home Sweet Home” holiday party to benefit Union Station Homeless Services. By hosting an event for Union Station, you can help raise awareness and give your friends, family and colleagues an opportunity to help homeless men, women and children in our community rebuild their lives and end the cycle of homelessness.

Please contact our Development Office at 626-240-4557 to receive Union Station materials for your event or if you have any questions about this packet.

Step 1 Decide if you will host a live or virtual event.

- Live event: a holiday party, dinner, mixer
- Virtual event: an online fundraiser through Firstgiving
For virtual event instructions, see next page.

Step 2 Select a date and location for your event.

- Host at your home or office, or invite everyone to dinner at your favorite restaurant.
- Consider the dates of local functions, such as sporting events, when planning your event.

Step 3 Determine event format & resources needed.

- Will the party be a “pay to get in” event, or will you be asking for donations at the event?
- Will you host a potluck or a sit-down dinner party? Will you play games, exchange gag gifts, etc.?
- Make a list of tasks and draft friends to help put the event together.

Step 4 Invite your guests.

- Send your invitations using Union Station’s new holiday cards. Visit www.unionstationhs.org for more information.
- Send electronic invitations by email or use a service like www.evite.com.
- Include information about Union Station in your invitation.

Union Station Homeless Services is the San Gabriel Valley’s largest agency assisting homeless men, women and children. They provide housing, employment and life skills programs to help community members rebuild their lives and end their homelessness.



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- Step 5** Pick up Union Station materials.
Contact our Development Office at (626) 240-4557 to arrange to pick up your event materials:
- Union Station brochures (1 copy per guest)
 - Union Station magnets (1 per guest)
 - Union Station DVD (1 copy, upon request)
 - Other promotional materials available upon request
- Step 6** Determine how you will collect donations.
Some options:
- In your invitation, include a request for everyone to bring a donation for Union Station.
 - Provide a table with Union Station information and a donation box.
 - Show Union Station’s DVD (7 minutes or 14 minutes) and hand out Union Station information, including response envelopes. (Be sure to request envelopes when you pick up your materials!)
- Step 7** Thank your guests and let them know how much they’ve helped raise.
- Step 8** Send the funds collected at your party to Union Station within 15 days of the event.

Attn: Home Sweet Home
Union Station Homeless Services
825 E. Orange Grove Blvd.
Pasadena, CA 91104

Union Station will send thank you letters/tax receipts to your guests.

Virtual Event Skip the party planning!

Union Station has partnered with Firstgiving.com to help our supporters conduct virtual events with their own personal fundraising pages.

It’s easy and free to set up!

- Visit www.firstgiving.com/unionstation, select “Get Started” and follow the instructions to set up a page.
- Set your fundraising goal and the closing date for your event.
- Email family and friends directly from your Firstgiving page or from your own email account, and invite them to help you reach your goal.