

House Party Fundraiser Toolkit

A fundraising initiative for:



Interested in supporting Physicians for Palestine?

Let us help you host a house party, event or fundraiser!

Organizational Overview

Physicians for Palestine is a global network of physicians, healthcare professionals, and volunteers who are united by compassion, and we strive to deliver compassionate, effective, and equitable care. We are dedicated to improving the quality of healthcare in Palestine by strengthening and expanding medical infrastructure, providing essential equipment, and advancing clinical training for local professionals.

Physicians for Palestine, is a registered 501c3 nonprofit organization. Tax EIN: 92-0859495



Physicians for Palestine supports several initiatives that can be supported with your fundraising efforts:

Endovascular Interventional Unit with Diagnostic Ultrasound Lab	Breast Disease Center with Stereotactic Biopsy & Mammography	Pulmonary Function Lab	Automated Peritoneal Dialysis with Home-based Care
Advanced Pathology Lab with Regional Processing Capacity	Telemedicine Platform for Consultation and Education	Vascular, orthopedic, and plastic surgeries conducted by US-based volunteer physicians	Prosthetics for Palestine Program

For specific information about our humanitarian programs, please visit: www.pfpal.org

We cannot do this without your help.

By hosting a Physicians for Palestine house party or fundraising event, you can maximize your impact by bringing your friends, family, neighbors, or coworkers together to eat, drink, and discuss our mission and values.

Each person attending will be invited as donors to financially support our humanitarian programs.

Here's how it works:

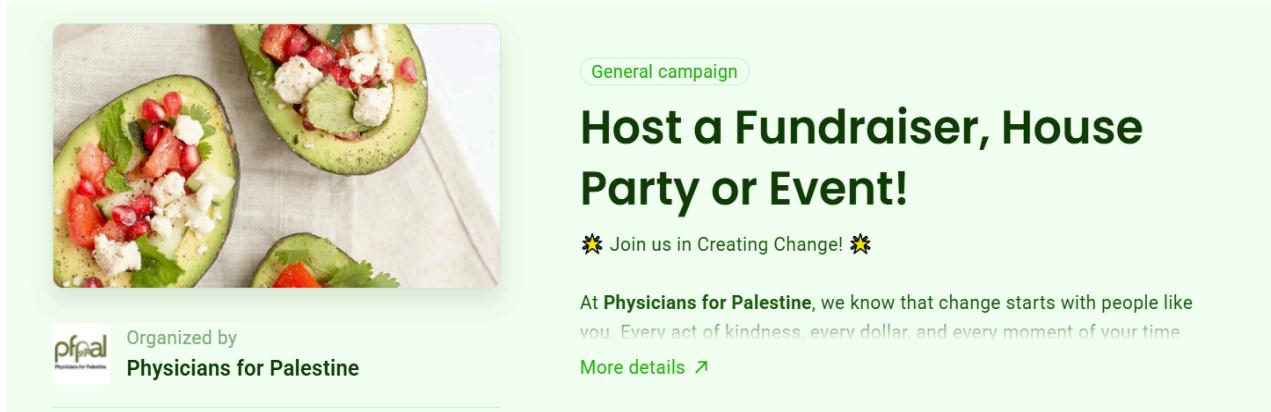
Physicians for Palestine Provides...	As the Host, You Provide...
<ul style="list-style-type: none">↳ This step-by-step guide on how to throw a house party or fundraising event↳ Our Fundraising page to support our mission↳ Materials about our mission and programming to jumpstart a conversation!	<ul style="list-style-type: none">↳ A venue (your home, a park, local restaurant, concert hall, etc.)↳ Your friends, family, and people from your community who may be interested in supporting our mission↳ Food, beverages, and decor (look for ideas in this toolkit!)↳ A wonderful event!

Setting a Date, Hosting, Guest List & Choosing a Venue

- **Choose a date** 3-4 weeks in advance of your party to give yourself and your guests time to prepare. Consider your attendees' schedules when setting the date; weekends work well for many, but you can also host a weekday happy hour, brunch, or coffee meet-up.
- **Hosting** means securing the venue, inviting guests, facilitating the agenda, and answering questions.
- **Determine your guest list!** Think about people who are passionate about humanitarian aid, healthcare, and social justice. Invite friends, family, coworkers, or neighbors. The guestlist can be open or closed, depending on your comfort.
- **Choose a venue** that fits your audience, whether it's your home, a community center, a local park, or a restaurant. Virtual options like Zoom or Google Meet are also great alternatives!
- **House party tip: Consider collaborating with a co-host! The co-host can help with logistics like greeting late comers or refilling refreshments, allowing you to focus on sharing our mission.**

Setup Your Fundraising Page on [Zeffy.com](https://www.zeffy.com)

- To set up your Participant Page, it's simple. Please click here: <https://www.zeffy.com/en-US/peer-to-peer/host-a-fundraiser-2>
- You'll be directed to a page that looks like this:



General campaign

Host a Fundraiser, House Party or Event!

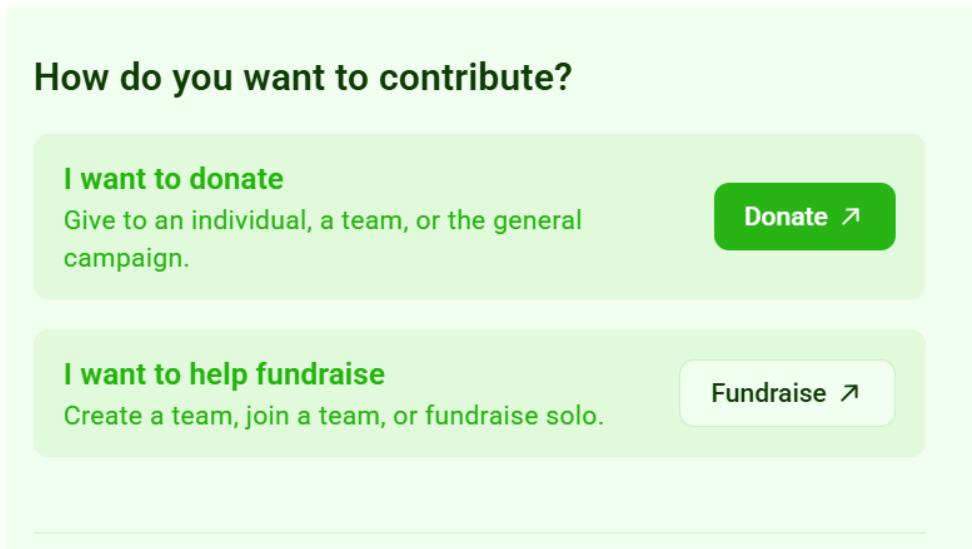
Join us in Creating Change!

At **Physicians for Palestine**, we know that change starts with people like you. Every act of kindness, every dollar, and every moment of your time.

More details ↗

Organized by
Physicians for Palestine

- First step will be to start your fundraising campaign, by clicking on the *Fundraise* button, as shown below:



How do you want to contribute?

I want to donate

Give to an individual, a team, or the general campaign.

Donate ↗

I want to help fundraise

Create a team, join a team, or fundraise solo.

Fundraise ↗

- You will then be directed to set up your Fundraiser Profile, which includes gathering some information for your fundraiser.

Become a fundraiser

X

How do you want to fundraise?

Create a team

Join a team

Solo campaign

Team name*

Team name

Campaign target*

\$ 0.00

First name*

First name

Last name*

Last name

Email*

Email

I will be joining the team

Cancel

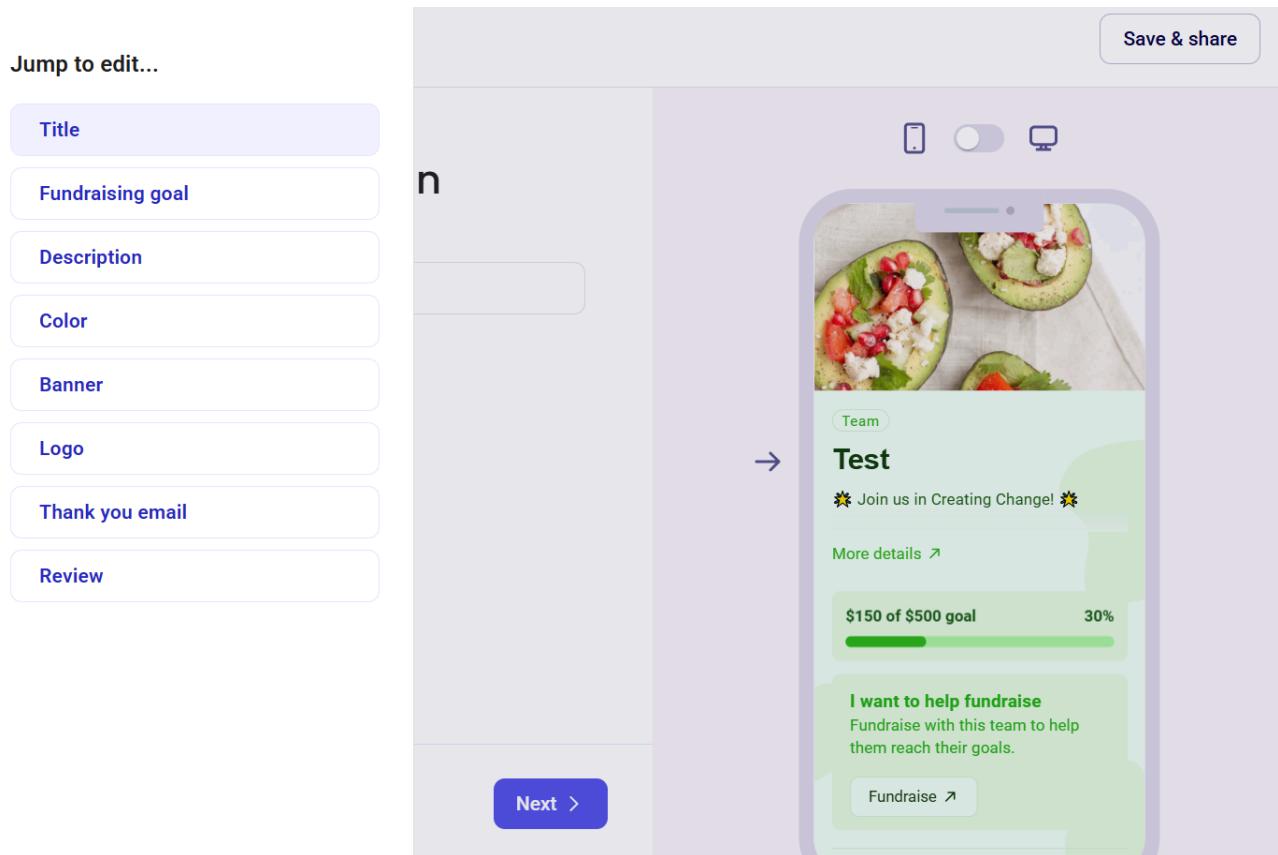
Create team

- **Create a Team Name** - your Team Name can be anything from your family name, event name or whatever you'd like to call your fundraiser.
- **Set a Campaign Target** - this is your fundraising goal! Make this amount reasonable for your guestlist.
- **House party tip: Remember, no amount is too small or too large! 100% of all funds raised will support our programs (for example, one prosthetic leg costs \$2,000 or one dialysis machine costs \$15,000). Please consider healthcare programmatic costs when setting your fundraising goal.**
- **Upload a Photo** - this can be the flyer for your event, an organization logo, or a picture of you and your fundraising host!

- Name and Email should be the main organizer for the event. This person will receive all communications and fundraiser alerts. For example, each time someone donates to your fundraising campaign, this person will be alerted.
 - Once all information is complete, click “Create Team”
- Now, the fundraiser campaign has been created!
- To add event-specific details, click on Edit Campaign in the upper right corner.

Edit campaign

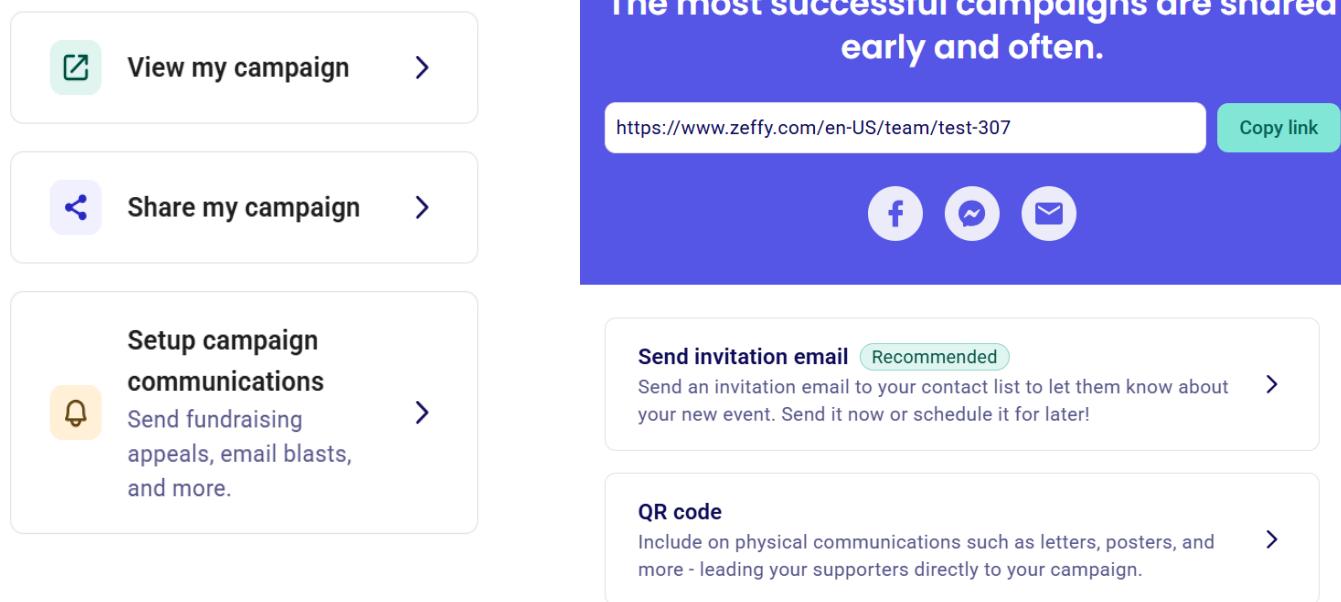
- You will be directed to this page:



- Title & Fundraising Goal: both of these were set when you initially created your campaign. If you need to edit, this is where you can make changes.
- Description: a default description is already included. This is where you can include event-specific information, evite/invitation information, program-specific details. You are welcome to keep the generic description!
- Color & Banner: default is set, but feel free to choose a color palette and image banner of your choice.

- Logo: This can be an organization logo, image of your event flyer or a photo of you and your co-host.
- Thank you email: we recommend keeping the default thank you email - it will be sent with an auto-generated tax donation letter to all donors!
- Review: please take a moment to review your campaign details - not to worry, you can always go back and edit!
- Congratulations! You are ready to begin your outreach!
 - Once your campaign is ready to be shared, you will be able to click "Share my campaign" and begin your outreach efforts!

Congrats! Your campaign is ready.



The screenshot shows the Zeffy campaign dashboard. At the top, a blue banner reads "The most successful campaigns are shared early and often." Below the banner is a copy link button and social sharing icons for Facebook, Messenger, and Email. The dashboard features several cards:

- View my campaign**: A card with a green icon and a link to the campaign page.
- Share my campaign**: A card with a blue icon and a link to share the campaign.
- Setup campaign communications**: A card with a bell icon and a link to manage communications, including fundraising appeals and email blasts.
- Send invitation email** (Recommended): A card with a link to send an invitation email to the contact list.
- QR code**: A card with a link to include the QR code on physical communications.

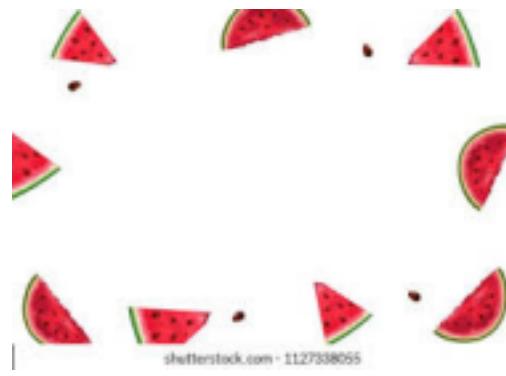
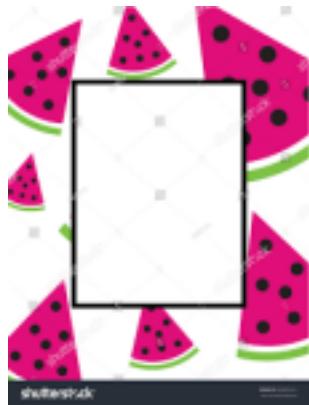
- You will be able to copy the link and generate a QR code that is specific to your fundraising campaign site.

Please note, if you would like to create a Ticketed Event on Zeffy.com, please contact us and we can help!

- Our site allows us to create events, sell tickets and track attendance.
- We recommend this option for events 100 people or larger.
- Please contact getinvolved@pfpal.org and admin@pfpal.org

Spread the Word!

- Send out invitations using online tools like [Partiful](#) or [Evite](#). Use an invite tracker to manage RSVPs and keep the momentum going by sending reminders the days before the event.
- Don't forget to include the fundraising page link that you just set up! This will help you generate funds from those people who might not be able to attend your event.
- There are many Palestine themed invitation templates available online:



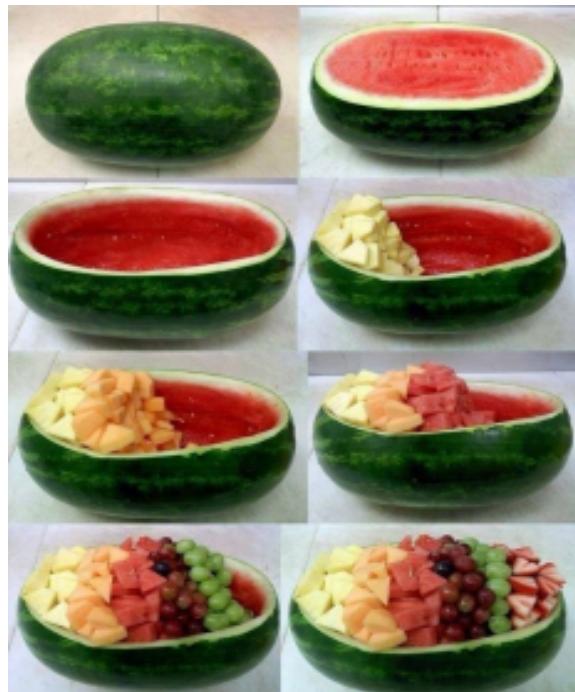
- It's important to personalize your invitation!
- Make sure that your attendees know who you are, your role in the project, and what inspires you to host the party.
- **House party tip: Make sure that your guests know that this is a fundraising effort, so be sure to include a note on your invitation.**

Food

- **To cook or to cater?** That is a question you'll have to answer for yourself.
 - Cooking is a great option if you are accustomed to hosting large events. Catering is also a great option, so you can focus on the content of the event and not worry about the food.
- Plan for snacks and beverages that suit your event's vibe.
- You can consider:
 - Cheese board
 - Fruit trays
 - Mezza platter
 - Watermelon drinks
 - Arabic coffee



- **House party tip: Put a Palestinian twist on a Mezza Platter! Add spiced fish from Gaza, za'atar from Ramallah, olive oil from Beit Jala, artichoke from Jerusalem, cheese from Nablus, etc. Get creative!**



Décor & Materials

- **Decor:** Keep it simple and relevant to the theme of supporting a cause. Check out our suggestions for decor and necessary materials in the toolkit. Make sure to include plates, cutlery, napkins, cups.
- **House party tip: Include a Palestinian theme to your décor!**



- **Materials:** Include a sign-in sheet, pens, Physicians for Palestine materials (*provided to you upon request*), and any decor you think will set the right tone.
- **House party tip: Keep the materials easily accessible and at multiple locations throughout the party. A good idea would be to include all materials at the sign-in/welcome area, and again at the location where most of the party will take place.**

During the Event

- **Storytelling**
 - Share why Physicians for Palestine is important to you and how your guests can get involved. Highlight specific efforts, such as designing a sustainable prosthetics solution or supporting medical aid to Gaza.
- **Open a discussion:**
 - Create space for dialogue and questions.
 - **House party tip: Prep a few invitees prior to the event to help lead some of these discussions!**
- **Call to action:** Encourage guests to support through donations, volunteering, or spreading the word.
- **Reminder:** Physicians for Palestine is a volunteer-led 501c3 nonprofit organization: Tax ID 92- 0859495.
 - This means that 100% of all donations are tax-deductible.
 - Select the amount you would like to donate. No amount is too large or too small!
- **Donation Question**
 - Once the donor selects the amount to donate, they will be directed to answer a question about which program to allocate the donation towards.
 - Your event may be designated to one program, so please direct donors to select that particular program when processing their donation.

Questions

Which Physicians for Palestine Program would you like to support? *

Support Physicians for Palestine's Mission (General Fund)ne

Prosthetics for Palestine

Healthcare Quality Improvement Initiative

Advanced Vascular Care Center

Home Dialysis Peritoneal Dialysis

Women's Health Center

- **Donating on the Zeffy Website - a tip:**

- Zeffy is a free fundraising platform. You are welcome to encourage donors to contribute additionally to Zeffy, but you can also change this amount to \$0.
- Click “Other” and input \$0.
- This way, 100% of the donor’s intended donation will go towards Physicians for Palestine

Summary

Display my name publicly on the campaign page

Make this donation in honor or in memory of someone

Donation	\$25.00
<hr/>	
Help keep Zeffy free for Physicians for Palestine ❤ (optional)	
Your generosity allows Physicians for Palestine to use Zeffy's 100% free fundraising and emailing platform with unlimited support, making your impact even stronger.	
Learn more	
Total	\$25.00
<hr/>	
Pavment method	

- 17.00% (\$4.25) ^
- 17.00% (\$4.25)
- 20.00% (\$4.95)
- 22.00% (\$5.50)
- Other

**Click “Other”
and enter \$0**

Additional Fundraising Ideas

- Engage local businesses in donating proceeds on a particular day.
 - Enlist in their nonprofit donation day, where 10% of proceeds go towards our cause, for example.
- Raffle
 - Gather donated items from the community and sell raffle tickets!
- Auction
 - Gather donated items, such as art or Palestinian pottery or tatreez pieces, and engage the crowd in a live auction!
- Invite an Engaging Speaker to your event.
- Employer Match
 - Register Physicians for Palestine as a nonprofit organization, where corporate gifts are matched. Physicians for Palestine is a volunteer-led 501c3 nonprofit organization: Tax ID 92- 0859495.
- AmazonSmile
 - Indicate Physicians for Palestine as your favorite nonprofit.
- Bake Sale
 - Consider mana'ish, kunafe, baklava, or other Palestinian specialties!

Enjoy the event! You're making a difference by connecting your community to this cause, and thank you (*shukran*) for your efforts!

We're Here to Help

- Contact us for support: admin@PfPal.org