

HOW TO HOST A

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# Pollinator Party

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in support of  
Keep Indianapolis Beautiful



# *What's a Pollinator Party?*

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It's simple: Invite your friends over (or host a virtual party), tell them about KIB's work and why it's important to you, and give them an easy way to donate. Oh, and have it little fun while you're at it.

Not only are you raising money to support the greening of Indianapolis—you're also spreading the buzz to your network about the importance of native plants and pollinators and their role in promoting our health, wellbeing, and the birds, bees, air and clean water that give us life.

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## *Where do I Start?*

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First things first: if you plan to hold a Pollinator Party, email [ecoulter@kibi.org](mailto:ecoulter@kibi.org) and give us a heads up. It helps us to know a little bit about your event, the date, and the location. Then, use the Pollinator Party Toolkit to make planning a breeze.

The Pollinator Party Toolkit includes:

- Party checklist that covers everything you'll need to host a great event
- Sample party agenda, though we encourage you to make it your own
- Sign-in sheets so guests who want more info from KIB can stay informed
- Printable donation form for guests who want to make a donation by check
- Sample email invite for you to personalize and add your flair
- Sample thank you email with handy links for your friends to stay involved
- KIB resources for you to read and provide to your guests

**NOW YOU JUST NEED TO PICK A DATE!**

# Pollinator Party Checklist

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## SUPPLIES

- Food & Beverages
- Speakers
- KIB resources to share
- Access to Zoom or another web conferencing software, if you plan to host a virtual party

## THREE/FOUR WEEKS OUT

- Decide on your location, date, and time. If you can't host at your place, consider a local park, greenspace, or gather up a few of your neighbors and make it a block party.
- Set a fundraising goal. People will be motivated to donate during your party if the finish line is in sight and they know they can help you cross it.
- Choose how you will collect donations. Cash and checks are great, but online fundraising platforms like Facebook make it easy to dedicate your event to KIB. This means your guests can donate online before or after the event, plus your campaign has the potential to reach more people via social media. [Click here for more information on how to set-up a Facebook fundraiser.](#)
- Email [ecoulter@kibi.org](mailto:ecoulter@kibi.org) with the date, the location, and a few details about your event.
- Send your invites. Email, e-invitation, or old-fashioned paper invites all work; go with what's easiest for you and your guests. And don't forget to include instructions for joining, if you're hosting virtually.

## TWO WEEKS OUT

- Plan your menu and create a shopping list. If you're cooking to impress, recruit some day-of assistance. (Or do yourself a favor and go with chips & dip!)
- Follow up with anyone who hasn't responded. It might be old school, but a quick phone call adds a nice personal touch. If it turns out they can't make it, ask if they'd be willing to donate anyway and send them links to KIB

## WEEK OF

- Hit the grocery store for any food, drinks, recyclable utensils, and/or party favors you may need.
- Print your donation forms and any other resources you want to share at the party.
- Send a reminder email to those who RSVP'd yes and tell them to get excited!

## THE BIG DAY

- Tidy up your space and finish any food or drink preparation.
- Rearrange the furniture so people have a place to mingle and socially distance, if necessary.
- Greet your guests with a smile and have fun!

## POST-PARTY

- Send out a personal thank you email to guests. If you hosted a virtual party, this is your chance to send a link to your Facebook fundraiser or KIB's donate page.
- If you collected cash, donate it online to Keep Indianapolis Beautiful. Mail your printed sign-in sheet and any paper checks you collected to:  

Keep Indianapolis Beautiful  
ATTN: Pollinator Party  
1029 Fletcher Avenue  
Indianapolis, IN 46203
- If you hosted a virtual party, send [ecoulter@kibi.org](mailto:ecoulter@kibi.org) an email with a list of anyone who attended your party and their contact information so that they can continue to hear from us.



# Sample In-person Party Agenda

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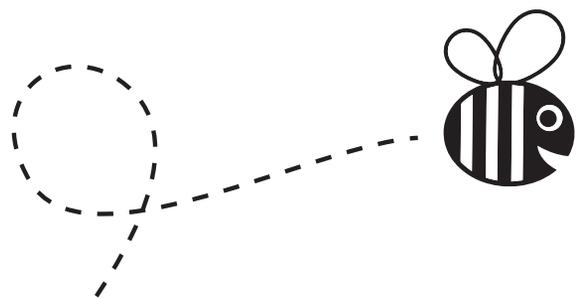
**6:00 pm** | Greet your guests and ask them to sign in using the sign-in sheet provided. Give your guests time to socialize over drinks.

**6:30 pm** | Briefly welcome your guests and remind them that the evening's event is a fundraiser for Keep Indianapolis Beautiful. Let them know you'll be sharing more in a bit, and encourage them to get to know one another and have fun!

**6:35 pm** | More mingling, plus food or passed appetizers, if that's your style. Now's the time to round up your guests to participate in the Pollinator Count!

**7:30 pm** | Grab your guests' attention and share with them your reason for hosting an event to raise money for Keep Indianapolis Beautiful. A personal story about your connection to KIB focusing on one or two of the issues most important to you, is a really effective way to share your message. If there are others in attendance who have a strong connection to the KIB's mission, you may want to ask them (ahead of time) to share a few words as well. Finally, ask your guests to donate. Pass out donation forms and, if possible, provide a way for your guests to make donations online in the moment. Make sure they know it's not required but that it's very much appreciated.

**7:45 pm–?** | Have a good time bonding over your shared passion for Indianapolis and pollinators!



# Sample Virtual Party Agenda

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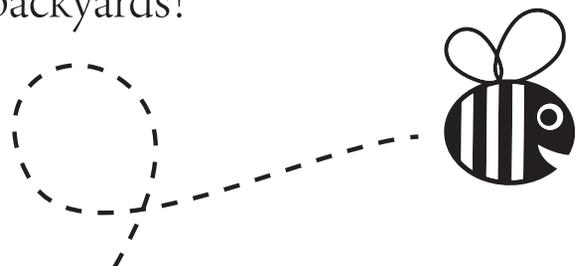
**6:00 pm** | Briefly welcome your guests and remind them that the evening's event is a fundraiser for Keep Indianapolis Beautiful. Let them know you'll be sharing more in a bit, and encourage them to introduce themselves to the group.

**6:15 pm** | Share with your attendees your reason for hosting an event to raise money for Keep Indianapolis Beautiful. A personal story about your connection to KIB, focusing on one or two of the issues most important to you, is a really effective way to share your message. If there are others in attendance who have a strong connection to KIB's mission, you may want to ask them (ahead of time) to share a few words as well.

**6:25 pm** | Invite your guests to join you outside! Walk them around your chosen location and point out any pollinators you see. You will be providing everyone with examples so that they can go do this on their own, following your parlor party. This is also a great time to show off any native plants you see.

**6:35 pm** | Ask your guests to donate. Send a link to your Facebook fundraiser or to KIB's donation page. Make sure they know it's not required, but that it's very much appreciated.

**6:40 pm** | Sign off and invite your attendees to take the next 20 minutes to host their own pollinator parties in their own backyards!





**Thank You** for joining in this pollinator party in support of Keep Indianapolis Beautiful! If you'd like to donate with one of the options below, simply fill in the form and give it back to your host. They'll mail it back to KIB and your donation can be processed! At any point in the future, you can do so online at [kibi.org/donate-now](http://kibi.org/donate-now).

\_\_\_\_\_

Name

\_\_\_\_\_

Email

Telephone # (we won't share it!)

\_\_\_\_\_

Address

City

State

Zip

- I want to join the KIB Guild with a monthly gift (include a voided check). Withdraw \$ \_\_\_\_\_ on the \_\_\_\_\_ of every month.
- My check is enclosed
- Please bill my Mastercard, Visa, AMEX, or Discover Card \_\_\_\_\_ Exp. Date \_\_\_\_\_ CW \_\_\_\_\_
- My company, \_\_\_\_\_, will match my gift!

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- My company, \_\_\_\_\_, will match my gift!

# Email Template

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Copy and paste this text into an email. Tweak the language to include a few specific details about your party, such as whether guests should expect a meal or just snacks. If you're fundraising via Facebook, be sure to include a link to your fundraising page. Finally, attach the image at the end of this packet and hit send!

## **Subject Line:**

You're Invited: Pollinator Party in Support of KIB!

## **Email Text:**

Dear [Name],

Help keep the pollinators buzzing and our food sources intact by joining me for a party to support the work of Keep Indianapolis Beautiful (KIB).

When: MM/DD/YY at \_\_\_\_ pm

Where: [Your address and directions if you think guests might need them]

Refreshments will be served. Dress is casual!

You can donate now to KIB. You'll also have the option to contribute to KIB at the party by making a check, cash, or online donation. Your support directly advances KIB's work in native habitat restoration and their role in promoting our health, wellbeing, and the birds, bees, air and clean water that give us life. Read more about KIB's work here.

Please RSVP by [MM/DD]. If you're unable to make it but would like to show your support, donate online to KIB.

Hope to see you there!

[Your Name]

