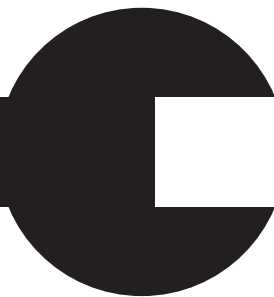




ORGANIZER'S TOOLKIT





09.06.2008

Let's Get Started!

Thank you for signing up to host a MorePeaceCorps (MPC) house party on September 6! With parties all across this country and others springing up internationally, we are hopeful that this global movement will draw attention, build enthusiasm and grow support for increasing the size of Peace Corps and raising essential funds for the MorePeaceCorps campaign.

We have created an Organizer's Toolkit to guide you through the party process and to help provide a framework. But don't be bound by it. Just as one person's Peace Corps experience may differ greatly from another's, no two More Peace Corps parties need to be exactly the same. We are leaving the creative aspects up to you. Just send us stories and photos after the party so that we can post them on www.MorePeaceCorps.org.

If you have questions, feel free to contact **May Wilkerson** at maywilkerson@morepeacecorps.org or (917) 595-9287.

Thank you for getting on board and helping support this important campaign!

PART 1

HOW TO HOST
A MOREPEACECORPS
HOUSE PARTY

PART 1 HOW TO HOST A MOREPEACECORPS HOUSE PARTY

What Happens at the Party?

There is no one model for a MorePeaceCorps house party. Each will be different. Some may be catered affairs with over 50 attendees, whereas others may bring together five or six folks on someone's back porch with plastic plates, potato chips and (hopefully!) cold beer. We encourage you to be as ambitious and creative as you want, but don't be shy about hosting a few friends, family or fellow RPCVs at a smaller party.

The following pages contain ideas and steps you might want to take to get started, from pre-party planning to after-party activities.

Leading up to the Party

Anyone can attend, whether or not they have ties to the Peace Corps. Feel free to invite your neighbors, friends, local Rotarians, AmeriCorps volunteers, co-workers, etc. - basically anyone that you think would enjoy supporting this great cause and who would add to the event. With your permission, we will spread the word about your party to RPCVs and others who have signed up on the website and at our events. However, we are operating with only one full-time coordinator and we are relying on you to be resourceful and as self-sufficient as possible.

Thanks to modern technology, you shouldn't have to waste much money on stamps! Email chains, listservs, blogs, message boards, and Facebook event listings are all useful ways to spread the word about your party. Flyers, posters and announcements in your local newspaper will help involve the local community.

Public vs. Private Parties

When you sign up to host a party, we will ask you to specify whether your party will be public or private. If you choose to make your party private, you will handle all of the invitations yourself. The campaign will not invite RPCVs or publicize your party on the website.

If you are interested in hosting a more public party by reaching out to other returned Peace Corps volunteers in your community and generating a longer guest list, we will help you publicize it on our website. The MorePeaceCorps campaign will also create a list of public parties that we will circulate to RPCV Affinity Groups and by email to individual volunteers.

Public or private, it's entirely up to you!

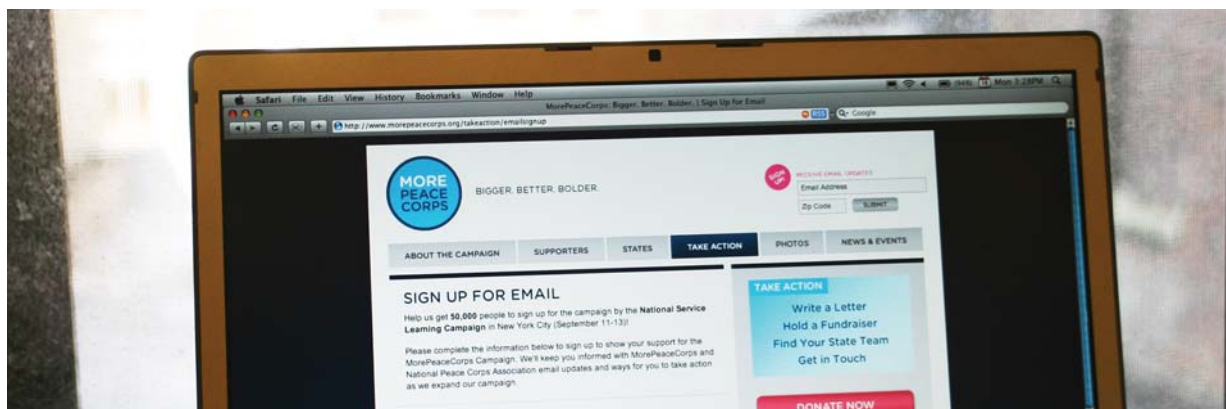


PART 1 HOW TO HOST A MOREPEACECORPS HOUSE PARTY

Local In-Kind and Pro-Bono Contributions from Your Community

We suggest that you reach out to local businesses to donate raffle or door prizes. Ask a local restaurateur or brewery to donate free food and drink. Ask the local ice cream, candy or desert shop to provide sweets. Invite the editor of your local paper to run a story about what the MorePeaceCorps campaign is and how local residents are making a difference. Contact your local places of worship, rotary clubs, high schools, and colleges to build attendance.

If you know a local photographer, ask him/her to take pictures of the event as a pro bono contribution and email us the pictures for the website. Or bring your own camera to capture the action. If you have political connections, ask the Mayor or Governor to declare a MorePeaceCorps day in your town/city and/or state! Invite your local Member of Congress to attend and speak. If you know a local band, have them perform. You might even want to write your own op-ed in the local paper about why you support MorePeaceCorps or buy advertising for your house party.



Sign-ups

As guests arrive, have them sign up (sign-up sheet is included in this kit), wear a name tag indicating name and country of service/years (for RPCVs), and take a few MorePeaceCorps stickers. If we can acquire even a few thousand more names for our email list and a few hundred committed activists, this will substantially scale up the infrastructure of this campaign. If you have access to computers, set up one or two computers with the MorePeaceCorps.org website so that people can sign up on the site as well. Signing up on the website ensures that your guests will receive the e-newsletter, updates and action alerts.



PART 1 HOW TO HOST A MOREPEACECORPS HOUSE PARTY



Guest Introductions

Once enough people have arrived, go around the room and let people BRIEFLY introduce themselves, sharing country and years of service (if in the Peace Corps), and thoughts about why having a larger Peace Corps and sending volunteers abroad would be beneficial.

Share with attendees what is going to happen at the party and pass out the one-pager about the MorePeaceCorps campaign, the charts about the rise and fall in volunteer numbers since the 1960s, the list of MorePeaceCorps achievements and future challenges, the list of top Peace Corps volunteer-producing universities, and any other handouts you want to generate or are sent by the campaign team. Briefly give an introduction about the MorePeaceCorps campaign, stressing its achievements to date and its hopes for the future.

If you have a VIP guest such as a Member of Congress, celebrity or other community leader, introduce them and allow them to speak. If you have a video camera, please tape these statements and we will put them on MorePeaceCorps.org. If you have the capacity, set up an interview station and have attendees say why they support doubling the Peace Corps. We will create a YouTube video!



PART 1 HOW TO HOST A MOREPEACECORPS HOUSE PARTY



Start a Discussion about MorePeaceCorps!

Stimulate conversation. Most people will likely have lots of questions about the Peace Corps (especially those who never served) and the campaign itself. Contact **Rajeev Goyal**, National Coordinator for the MorePeaceCorps campaign, at rajeev@morepeacecorps.org or (516) 984-7138.

Recruit Volunteers

Distribute the MorePeaceCorps Activist Sign-up Sheet to recruit people who want to devote extra time and energy to the campaign. We are looking for people who can chip in even just a few hours a week to help build new support, hold future campaign meetings in churches, schools, and RPCV homes, and help grow the movement in their communities. This is how a grassroots movement reaches scale!

Entertainment

You want people to have fun. If you were successful in getting local musicians and artists to agree to perform, now is the time to have them entertain the crowd. People are much more likely to attend a future MorePeaceCorps event in the area if they feel like they learned something, participated in an important national meeting for MorePeaceCorps *and* had a fun, memorable time.

If you or someone you know served in the Peace Corps, you may want to incorporate your experiences into the party activities. You could do this by showing a Peace Corps slideshow, exhibiting photographs (selling/auctioning off photos or artwork is also a great fundraising idea), serving traditional food from the country where you served, playing traditional music and/or teaching a dance or other ritual, or sharing stories about your experiences. Most Returned Peace Corps volunteers have something valuable to share from their time abroad.

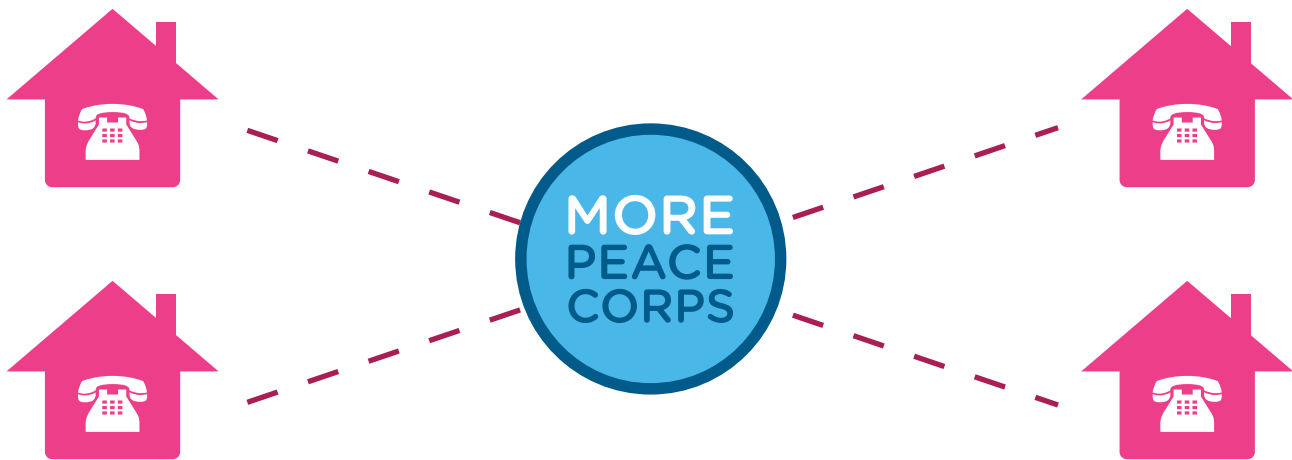


PART 1 HOW TO HOST A MOREPEACECORPS HOUSE PARTY

Conference Call

Though it's tricky because of the geographic spread, we want house parties from all over the country to call into a national conference call at 8 p.m. EST on September 6. If you live on the west coast and would like to hold your party in the evening, don't worry about the call - we'd rather you host the party than participate in the conference call.

The call is a way for all 50 states to come together for about 15 to 20 minutes, showing solidarity for MorePeaceCorps. You will need a speaker phone and if you are hosting a large party, you may need an amplifying system. We'll provide all of the details about the call-number before September 6. Former Peace Corps Associate Director, Special Representative to Africa and former Senator Harris Wofford will deliver an inspiring keynote speech on the conference call. Senator Wofford is the author of *Of Kennedys and Kings: Making Sense of the Sixties* and was one of the founders of Peace Corps.



Towards the end of your party

Make sure that you have the names and email addresses of everyone who attended your party. Please alert people to the September 11-12 ServiceNation Summit taking place in New York City. It will be hosted by Time Magazine and both presidential candidates are expected to attend and discuss the importance of national service.



PART 1 HOW TO HOST A MOREPEACECORPS HOUSE PARTY

Fundraising

Running a campaign costs money. If you can raise money for the campaign at your party (no matter what the amount), it will help. We encourage you to set a fundraising goal. We will then pool all of the individual goals together to set one national goal (and try to find matching sponsors!). We have set a fundraising goal of \$5,000 per state in 2008 and \$10,000 in 2009; the 100 House Parties is a great moment to make headway on these targets through clusters of parties in each state. It may be helpful to tell your guests how the money will be spent. As you can see, even a small amount really helps:

\$20	50 state buttons or printing two MorePeaceCorps T-shirts
\$50	Development and distribution of 1 e-newsletter to 5,000 people
\$100	1 hour of website upgrades
\$250	1 outreach trip to a New England state
\$1,000	1 outreach trip to California
\$2,500	Outreach trips to a cluster of key states
\$5,000	1-2-months salary for additional staff
\$10,000	Outreach trips to 8-10 states
\$25,000	Major RPCV Database upgrade
\$50,000	Salary/compensation for a Regional Coordinator for 1 year

The primary goals of the 100 House Parties events are to build support, recruit volunteers and generate awareness for the MorePeaceCorps campaign and raising funds will help us reach our goals. The MorePeaceCorps campaign is a bottom-up effort with hundreds of hours of donated services, supplies and space.

Every monetary contribution counts. Before people start to drift away, make an appeal for support - you may be surprised by how many people come forward. People won't be put off or offended; they know campaigns need money to survive and grow. So don't be afraid to ask and don't hesitate to ask people to be as generous as possible. Checks can be made out to the MorePeaceCorps Campaign, and mailed to:

MorePeaceCorps c/o
National Peace Corps Association
1900 L Street NW, Suite 404
Washington, DC 20036



www.MorePeaceCorps.org

PART 1 HOW TO HOST A MOREPEACECORPS HOUSE PARTY

Wrap-up and Next Steps

Congratulations! Thank you for successfully hosting a MorePeaceCorps House Party. Please mail any materials (sign-up sheets, MorePeaceCorps volunteer information sheets, comment sheets, pictures from your party including the MorePeaceCorps stickers or signs in the pictures whenever possible, etc.) to the address listed on the previous page (or by e-mail, when applicable, to: maywilkinson@morepeacecorps.org).

We advise photocopying the list of attendees and keeping one for yourself so that you can continue your advocacy after the party.

Thank you again! We hope you enjoyed this grassroots campaign-building exercise.



www.MorePeaceCorps.org

PART 2

**FREQUENTLY
ASKED
QUESTIONS**

PART 2 FREQUENTLY ASKED QUESTIONS

What is the purpose of the 100 House Parties campaign?

The purpose of these parties is to begin to grow major grassroots support and campaign infrastructure, setting the stage for an explosive 50-state campaign with much greater resources and support before the inauguration of the next president. Besides getting our supporters together for solidarity and a good time, we want to demonstrate the breadth of support for this campaign and build volunteer clusters on the ground in all 50 states. We hope to sign up hundreds of additional advocates, increase the visibility of MorePeaceCorps and piggy-back on and draw attention to the Time Magazine-sponsored ServiceNation Summit that will be held in New York City September 11-12, 2008 (both presidential candidates are scheduled to attend this event).

Additionally, we hope to raise critical funds to cover the cost of organizing advocacy efforts.

Is this a fundraiser?

Running a campaign require various resources. MorePeaceCorps is in critical need of funding, as we are currently operating on a budget of roughly \$8-10K/month to support staff, interns, fellows, communications, printing, travel, the website, and many other costs. If you feel comfortable, please help us raise money. Even a small amount multiplied by 100 parties might allow us to hire more staff, upgrade our database and travel to various states. House parties may raise money through a door fee, a raffle or by making an appeal for donations.

I have a small house/apartment, can I still host an event?

Yes! Parties can be any shape or size.

Will you provide us with any funding, for supplies, food/drink, etc.?

Unfortunately, due to our limited budget, we are unable to provide support. If money is tight, we suggest hosting a "potluck" dinner and asking guests to make personal donations of food and/or beverages. For a larger event, you might ask local businesses to donate food, drinks, or money in return for promotional benefits and to help a good cause. For more information on seeking sponsorship opportunities, see the section titled "Local In-Kind and Pro-Bono Contributions from your Community" in Part I of the Toolkit.



PART 2 FREQUENTLY ASKED QUESTIONS

Does it have to be in my house or can I use a public venue?

If you prefer to use a public venue, you are welcome to try and find a coffee shop, restaurant, bar, club, university meeting hall, park, or other venue that may allow you to use the space. Make sure if you decide to hold your event in a public space that you have spoken with the management, explained the purpose of your party and informed them how many people you expect to attend.

How many people should I invite to my party?

You are free to invite as few or as many people as you would like. You may use any venue – your own house, or a public, donated or rented space. Choose the size of your party based on capacity and the tone you wish to set.

How do I invite people?

You may want to make your party private and just invite friends, family and neighbors. If you choose to make it private, we will not publicize your invite list. If you want to make it public, you may want to extend invitations to your community. Notices in local newspapers, posting fliers/posters on campuses or where community activists meet, posting Facebook events, and sending e-mails to listservs are just a few ways you may choose to publicize your party.

If you are interested in reaching out to Returned Peace Corps volunteers or prospective volunteers in your area, we would be glad to try and help you make these connections through our Peace Corps network. Let us know if you want to make your party a “public” party with open invitations to returned volunteers or other people in your community. If you choose to make your party public, we will eventually compile a list of open-invite parties which we will make available to people searching for a party in their area.

How can I get additional information about MorePeaceCorps?

Please see Part 3 of the Organizer’s Toolkit (About MorePeaceCorps) for more information about this campaign. You may also refer to our website at www.MorePeaceCorps.org, where you will find a News & Events section tracking our progress, as well as a list of endorsers. You may also want to check out the National Peace Corps Association’s website (www.peacecorpsconnect.org).



PART 2 FREQUENTLY ASKED QUESTIONS

If I've never had any past involvement with the Peace Corps, can I still help out?

Yes! We welcome anyone and everyone to help out with MorePeaceCorps, which is a movement separate from the Peace Corps itself. MorePeaceCorps is about a commitment to improving and expanding the quality and quantity of national service through doubling the Peace Corps in size and budget. We hope to gain supporters from all walks of life and all backgrounds, regardless of whether or not you have had experience volunteering abroad. If you haven't, see this as an opportunity to help out from home.

If I can't host a party, how can I help?

There are tons of ways to contribute to this campaign if you can't host a party. First of all, try and attend one in your area. We will eventually compile a list of parties with open attendance. Even if you cannot host a party in your home, you may want to volunteer to help out other party hosts with the organizing process. Additionally, we call upon all of our supporters to draw as much attention to this campaign as possible – be it through e-mail chains, distribution of fliers, creation of Facebook events, or op-eds in local papers. We need to publicize these events on both a small and large scale – if you have any media connections, utilize them. We are relying on the help of our supporters to spread the word about this movement.

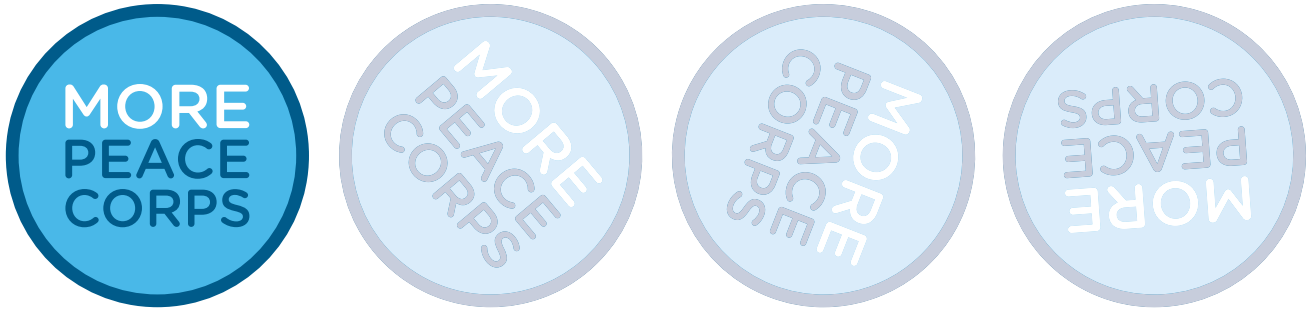


PART 3

ABOUT

MOREPEACECORPS

PART 3 ABOUT MOREPEACECORPS



What is MorePeaceCorps?

- A grassroots campaign launched in 2008 by the National Peace Corps Association and M+R Strategic Services to build support for a bigger, better and bolder Peace Corps - one that is doubled in size by 2011, the 50th anniversary of the founding of Peace Corps. The vision is Peace Corps operating with renewed vigor and expanded opportunities for service.
- A campaign to move the Peace Corps one step closer to President Kennedy's original vision of 100,000 volunteers working alongside host country nationals to create change, build goodwill abroad, and deeply enrich and globalize the U.S. when they return home.

Why MorePeaceCorps?

- The United States needs to re-engage positively with the rest of the world. The Peace Corps does this.
- Demand for volunteers exceeds supply; more than 20 countries have requested Peace Corps programs and existing countries want greater numbers.
- The image of the Peace Corps remains relatively untainted by the anti-Americanism that now pervades many regions of the world. This positions Peace Corps to help restore America's global image and influence.
- The Peace Corps operates on less than \$1 per capita which is less than a tenth of one percent of the military budget
- The number of volunteers dispatched each year, 4,000, is half the total sent four decades ago.



PART 3 ABOUT MOREPEACECORPS

What is the 100 House Parties Campaign?

- A 50-state effort taking place on September 6, 2008 to demonstrate the breath of support for this campaign and to sign up hundreds of additional advocates in all fifty states..
- A means to increase the visibility of the MorePeaceCorps campaign and piggy back on the Time Magazine-sponsored ServiceNation Conference that will be held in New York City on September 11, 2008. Both presidential candidates are scheduled to attend this event.
- An effort to raise funds to cover the cost of organizing advocacy efforts throughout the country.

What has the Peace Corps accomplished to justify doubling its size?

- The contributions of more than 198,000 volunteers who have served in 139 countries since 1961 have changed the lives of millions of people around the world in immeasurable ways. Volunteers leave an indelible impression of courage, endeavor and goodwill by working alongside host nationals for 27 months.
- Service and volunteerism does not end with serving in the Peace Corps, with many volunteers continuing their commitment to national and international service, working in nonprofit organizations, teaching in schools and working in development and humanitarian programs.

How does MorePeaceCorps benefit the United States?

- Peace Corps has produced thousands of teachers, elected officials, ambassadors, authors, international aid workers, scientists, nonprofit activists, and business leaders who collectively speak hundreds of languages, understand other cultures and maintain ties with people in the far corners of the globe.

Find out more and get involved in MorePeaceCorps!

- Sign up at www.MorePeaceCorps.org. Contact National Coordinator, **Rajeev Goyal** at rajeev@morepeacecorps.org



www.MorePeaceCorps.org