

“A Message from Pandora” House Party Toolkit ***Tips for Organizing and Hosting Your Fundraising Event***

Introduction

Thank you for signing up to host *A Message from Pandora* house party during the month of November! Together with activists and supporters around the world you are helping to raise crucial funds needed in the last stand to defend the Xingu from the monstrous Belo Monte Dam.

The International Day of Action to Defend the Brazilian Amazon this past August helped raise the profile of crucial threats to the rainforest, chief among them the Belo Monte Dam, and build a global solidarity movement for indigenous communities, social movements, and environmental defenders of the Brazilian Amazon. Now, the grassroots movement in Brazil’s Xingu region needs your financial support for the next phase of their high-stakes resistance campaign.

Amazon Watch, in conjunction with the Xingu Alive Forever Movement (MXVPS), is working toward the goal of 100 fundraising events around the world to raise \$100,000 dollars for the Xingu Urgent Action Fund. Thank you once again for helping us reach this goal!

Organizing an event is easy! We provide all the materials, videos, and information you’ll need. Through our website you have access to a number of short trailers and films such as “A Message from Pandora”, “Kayapo Assemble to Defend the Xingu”, and “A Last Stand for the Xingu.” These powerful and compelling short films can serve as the centerpiece of your fundraising event.

All you have to do is organize the event, encourage your friends and colleagues to attend, and collect and submit their contributions to the cause. To make this as efficient and effective as possible, visit our online tool kit page to download videos and materials:

<http://amazonwatch.org/2421>

Send questions about planning your house party to stopbelomonte@amazonwatch.org

Initial Planning

Once you have decided to participate in this initiative, you should ask yourself the following questions:

When? Pick a date sometime during the month of November that is convenient for you, any other organizers, and the people you would want to attend the event. Make sure to provide enough lead-time to allow for proper organization and outreach.

Who? Who is your primary target audience? They should be people who are concerned about the Amazon, indigenous rights, climate change, corporate power, Latin America, etc. Another criterion to consider is that they be people who can make at least a minimum financial contribution to the Xingu Urgent Action Fund. Also, think about who can join you as part of the Organizing Committee for your event, so you don't have to do everything yourself.

What? Fundraising events can take many forms. We are suggesting a "house party" format, but there might well be other formats that are more appropriate to your setting. Your film screening/event can be a small gathering of close friends and family, or a public event for neighbors, co-workers, fellow students, and colleagues.

Where? Location is important – it should be convenient to your target audience and comfortable. It should facilitate the kind of event you want to carry out, for example offering the facilities for the screening of a film if that's what you decide to do. Options include a private home or apartment, university, church, or other community setting.

How much? Set a fundraising goal. Would it be feasible to raise \$1,000? If so, how? You can suggest a donation as you promote and collect at the door and/or ask for a donation after one or more of the videos are shown. Note: Even if you don't make your goal, it is important to have one and to let people know ahead of time, so they can see where their contribution fits within the overall objective.

Once you decide when and where you'll have your event, be sure to let Amazon Watch know so we can help you promote your event!

Outreach and Planning

2 weeks before your event:

- This initial phase will be the time to ask additional friends and collaborators to help you setting up your event.
- If you need to reserve any space or equipment now is the time to do it.
- Download the recommended videos and show from your computer by connecting to a TV or a projector. Otherwise, you can request a DVD from Amazon Watch and just play it in your DVD player. Contact stopbelomonte@amazonwatch.org to request DVD.
- Contact attendees about your upcoming event. You can contact people by email or social networks like Facebook and Twitter. You can also try mailing out invitations, making personal calls, or extending invitations in person.
- Include good directions to the location of the event.
- Include your phone number and email address.
- Ask your guests to RSVP to gauge attendance.
- If you would rather play a DVD at your screening, (as opposed to streaming the videos online) and you live within the United States, please contact stopbelomonte@amazonwatch.org to receive your DVD, fact sheets and a return envelope for any donations collected at the event. Do this early to receive the materials in time for your event.

1 week before your event:

- Follow up with your invitees, reminding them about the date and time of the event. Use this opportunity make a final push for your guests to come.
- Invite anyone else you would like to have at your film screening.
- Prepare/rehearse the presentation.
- Plan out any snacks, drinks and supplies. Local businesses often will make donations of food or supplies to non-profit events.
- Double check you have the materials you'll need for the screening. If you don't, make sure to contact us or [download them from our tool kit page](#). Do a trial run of the DVD or downloaded materials.

Implementation

Day of the event:

- Clean up and arrange your event room.
- As guests arrive, welcome them. If the group is new to each other, name tags may be a good idea.
- Allow at least 15 to 20 minutes for mingling, introductions, and snacking.
- Fundraising will go towards supporting the struggle of indigenous peoples, activists, and social movements in the Xingu, via the [Xingu Urgent Action Fund](#). You can decide to collect donations at the door or make an announcement at some point during the party. If you decide to take donations at the door, put out a jar with pens and envelopes and remind people about the donations as they arrive.
- As the host, you will want to welcome everyone to the party, thank them for coming. Then it is a good idea to describe the film with a brief intro, why you decided to host the film, and anything you want them to keep in mind while watching the film.
- An after movie discussion may just happen organically or you may want to draw from the list of questions we've provided online.
- Pass around the petition.
- If you decide to make a pitch for donations after video screening and discussion, have a computer handy and have people [make donations directly to the Xingu Urgent Action Fund via the Causes page](#) or you can pass around a basket and request that people make checks to Amazon Watch and we'll ensure they are submitted to Xingu Urgent Action Fund. We recommend pitching donations based on the Causes page (ie...\$25 food for indigenous leader, \$50 educational materials, \$100 lodging for indigenous leader, \$250 canoe travel for a group of indigenous leaders, \$500 bus for a group of indigenous leaders to travel to Altamira).
- Thank everyone for coming and encourage them get involved in the campaign against the Belo Monte Dam, share the movie, and keep up the pressure on the Brazilian government to stop this destructive project.

Checklist for event planners:

- Your talking points
- Printed fact sheets and petitions
- Name tags and markers
- Sign-in sheet and pens
- Basket for collecting donations
- Downloaded videos or DVD
- Computer/TV

Follow-up

- Follow up with your guests by email, phone, social media, or in person, thanking them for attending and for their support of the struggles in the Brazilian Amazon
- Send any checks to Amazon Watch and we'll send a thank you letter
- Send your broader list of contacts a note about your successful event. Encourage them to donate individually via the [Causes](#) page
- Send Amazon Watch your sign-up sheet. Either physically mail it to us at our Washington, DC office, or scan and email it to stopbelomonte@amazonwatch.org