

*This guide was put together by Cosecha volunteers and explains how to raise funds by having a house party. Some of the material here will be specific to Cosecha, but many of the steps are resources are relevant to all!*

## **Cosecha: How to throw a fundraising party**

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- ☐ [Cosecha's Facebook Page](#) for a Videos to show during your party. Here's one from [Boston's #SalsaShutDown](#).
- ☐ [Nation Article](#) summarizing Cosecha's Strategy. Print copies to have on hand.
- ☐ [Order Cosecha t-shirts/sweatshirts](#)
- ☐ [Feedback Form](#)

*This guide was put together by Cosecha volunteers in different parts of the country. Many of us will be hosting parties in our homes over the next few months to raise funds for Cosecha. We invite you to join us. The guide, like our movement, is a work in progress. If you have ideas, tips for future hosts or questions we want to hear from you. You can send an email to: [caitlin.dimino@gmail.com](mailto:caitlin.dimino@gmail.com)*

### **1. Intro to Cosecha**

Cosecha is a nonviolent movement fighting for permanent protection, dignity and respect for the 11 million undocumented immigrants in the United States.

The name, Cosecha, the harvest, honors the thousands of undocumented workers that provide food to our many tables today and for the legacy of the millions of workers that were forced to become slaves to provide for the accumulation of wealth in this country.

It has been over a decade since the Mega Marches of 2006 - and in the past 10 years, many attempts to pass "bipartisan commonsense comprehensive immigration reform" have come and gone. We have gotten on buses to march when they said to march and told our cousins to vote when they told us it was time to vote. And yet - time and again, the political parties, the presidents we've elected, and D.C. lobbyists representing our interests have failed to deliver on the promise they have made to our community for the past 20 years.

After so much sacrifice, pain, trauma, and hard work, we think it is time for our community to try something new. Sustained mass non-cooperation. Widespread boycotts. A general strike.

We come from cultures that have a rich tradition of popular struggle and movement building. Along with so much else, we bring these stories of resistance to the U.S. when we migrate. They live in each of our communities.

We are fighting for a new day of justice, reconciliation and unity for our immigrant communities. We are fighting for permanent protection, dignity, and respect.

### **Our Vision: A Week Without Immigrants**

We are students of the thousands of farmworkers that stood up to the exploitation with the leadership of Dolores Huerta, Larry Itliong and Cesar Chavez, and students of the thousands of African Americans that stood up to the racist Jim Crow system all over this country.

We learned that the hardships our community faces - the raids, the separation, the deportations, the exploitation - continue because we allow them to. We cooperate with these atrocities when we spend our money and when we work hard without meaningful pay. Our power lies in our bodies and work that are made invisible, but provide so much sustenance to this country.

So it is time to ask - what would a day without immigrants really look like? What would a week without restaurant workers feel like? This country would have to choose between continuing to exploit workers and separate families, or finally coming to terms with our racist history and giving us the protection, the dignity, and the respect we demand.

### **2. Why have a party? Because organizing the biggest immigrant strike in history is going to take resources. And because we are definitely going to dance in this revolution.**

As we build the movement towards Un Día Sin Inmigrante on May 1, we need to bring as many people and as many resources into the movement as possible. Cosecha organizers are currently working on our A Day Without Immigrants campaign in over 50 cities and 25 states. Organizers are all volunteers. Nonetheless we need funds to feed and house them as

they work, to pay for the technology that makes our decentralized organizing possible, to foster new Cosecha circles and to keep reaching out to new communities and partners in our struggle.

Bringing our communities together around food, music, dance and art, particularly during this time of heightened stress and fear is a great way to raise funds.

*All we need is  
already within  
our community  
now.*



Do you know people who believe in the principles of Cosecha? Or who might want to know more? We need to grow the community, to build bridges to people who are already with us -- and invite them to be a part of this movement. And we need to raise funds to keep this movement growing. We need YOU. One of the easiest ways for people to join this growing movement is by making a gift.

Our strategy is long term; we're asking people to support Cosecha Hasta-La-Huelga, until the seven day strike - with a monthly gift of whatever size they can afford to sustain the movement as it grows.

### **3. Decide on a time, date, location, activities**

Our house party campaign is running in April and May. You can plan your party in conjunction with a local action or any time in April or May leading up or following May 1.

Think about your community: Are more people available on a weekday evening? A Sunday afternoon? A Saturday brunch? A pancake breakfast?

Think about a co-host. Do you have a friend or fellow activist who you could team up with to share the work and double the invite list? Two brains are better than one; working as a team may lessen the load and increase the fun.

Location:

Perks of doing it at your home: Homes can be intimate, friendly, welcoming environments for your friends and family. There is something to be said for the energy of a packed living room, everyone ready to be a part of something bigger than themselves. Plus it's easy to put together a party like this in a few weeks.

Perks of an event at a community space, restaurant, or church: These events are often better for a larger gathering than can fit into the average living room, and can feel more welcoming and inviting to people outside of a tight-knit circle.

Think about the talents of people in your network. We've put together a spotify playlist which you can play during your house party. Or perhaps you know artists who can lead a sign-making activity? A local Cosecha organizer who can speak? Musicians to share their talents? Talented

cooks who want to share some multi-cultural food with the group? Get creative! Perhaps a new party you invent will become a template for others holding parties around the country.

There are plenty of videos from rallies, meetings, and more on Cosecha's Facebook page. Feel free to show these at your party. Share a video of an organizer telling their story of immigration, their hopes and fears for the future. Share a video of a recent rally, showing the scale of the movement we are building together. If there is a Cosecha circle in your town ask a volunteer to share their story at your event.

4. **Add your party to the webpage that shows [Cosecha House Party Fundraisers](#).** To add your event to our calendar. [Visit the page](#) and click "Click to Host" - add your information and submit it! Then it will take you to the page with your published event. This is the link you should use to invite other friends and family to RSVP!
5. **Brainstorm an invitation list**
  - a. Make it broad! If you know your invited guests well, probably half of those you invite will come (if you follow-up!). If you're extending beyond your close network, 100 invites yields about 25 guests.
6. **Order T-shirts, Sweatshirts, and Buttons to sell or use as gifts for donations of \$100 or more.**
7. **Get the word out. Send invites 2-3 weeks before the event.**
  - a. Email, Call, Facebook, Twitter, text, carrier pigeon, etc.
    - i. Personalize follow up communication. **Turn out calls are the most important step in a successful party.** If people cannot attend ask them to make a donation.
8. **One to Two day before Party**
  - a. Reminders to RSVP'd guests. Remind people to bring checkbooks and include the link to the [Donate to Cosecha](#) on the reminder.
  - b. Confirm logistics and party agenda/flow
  - c. Download Spotify playlist for dancing
  - d. Plan your pitch. Think about what you might say to ask people to contribute to Cosecha. Or ask a friend who is coming to take the lead on this. Check out the [Tips for Making a Fundraising Pitch](#) for ideas about how to make a pitch. Consider including a fundraising "plant" - i.e. inviting a friend to offer to give the first gift and say why and how much.
  - e. Gather Materials— basket for donations, donation envelopes (these can even have your address: Cosecha % your name and address), Cosecha info/literature/article, stickers, signs, t-shirts and sweatshirts to sell or give away with donation of \$100 or more. Consider having a computer set up near the door for people to sign the [Cosecha Pledge](#) to support the May 1 strike and then [Donate to Cosecha](#) during the party. To track how much you have raised create

a pledge sheet to pass around, or use a chalkboard, or butcher paper taped to the wall to draw a big thermometer that rises through the evening.

## **9. Day of Party Plan**

- a. Have people sign-in via computer at the door.
- b. Take a few photos at the party, or ask a friend to do it for you.
- c. Make the pitch at the height of the party.
- d. Have fun!

## **10. Day after Party Plan**

- a. Report back to Cosecha
- b. Mail any checks collected, plus a check from you in the amount of any cash collected to, plus any sign-in sheets to: Movimiento Cosecha, 1120 Saratoga St Ste #2. Boston, MA, 02128
- c. Thank your guests/party attendees! Call or write to people who said they'd give after the event. They won't unless you follow-up with them.
- d. Send an email with a donation link to people you invited who couldn't attend, along with a few pictures of the party and a few highlights. Let them know you missed having them, and they can still be part of Cosecha by supporting the strike and donating.
- e. Post some pictures of your party to social media to help spread the word. And send photos to [caitlin.dimino@gmail.com](mailto:caitlin.dimino@gmail.com).

## **Sample email invite language**

Dear Friends,

The last few months have been hard for many people in this country. I've been both heartbroken and angry- and I know this is a time for us to stand up like never before. You may be wondering how you can get involved in meaningful, thoughtful actions and go beyond just waging war on social media and in private conversations.

### **[Share your personal connection to the movement, or what inspired you to get involved]**

If any of this hits home for you, please come join me, on **[day, date, and time]** for a fundraiser and salsa party at my house in **[fill in event address]**. We'll learn about Movimiento Cosecha, a nonviolent movement working to win permanent protection, dignity and respect for the 11 million undocumented people in this country. We know that this country relies on it's immigrant work force and we believe that if immigrants and allies choose to not cooperate with the system through mass boycotts and strikes we can change the narrative about immigration in this country.

On May 1 Cosecha is organizing for the first in a series of national immigrant strikes. This strike promises to be the largest immigrant strike in ten years. I'm holding this party to raise funds to support the work of Cosecha volunteers who are organizing in communities across the country.

**Not sure you belong? You belong.** Cosecha believes that “the swarm needs all it’s bees” that means that everyone has a meaningful and important role to play in the movement. Also, I need you to bring your [What can this person bring to your party? Famous brownies? Delicious homemade guacamole or sangria?]

Please let me know if you are able to attend, and if you are bringing along any friends or family of your own. I hope to see you on [date].

If you can’t make the party consider donating to the [Cosecha](#).

Much love,

### **Sample House Party Agenda:**

7 - 7:30pm - Welcoming guests, sharing snacks

7:30pm - Welcome from the host, shout-outs to special guests or co-hosts, intros of all attendees

7:45pm - Play video of recent Cosecha rally or banner drop or hear from a speaker.

8:00pm - Host facilitates discussion of the strategy, and importance of the General Strike and Cosecha’s organizing.

8:15pm - Fundraising Ask, with time for people to pull out phones to donate online, and/or write checks

8:30 - Thank you from the host, and optional other activity.

### **Tips for Making a Fundraising Pitch**

1) Speak from the heart about why you are giving your time and money to Cosecha:

- Immigrants are at risk everyday. On May 1 thousands of people will risk even more by staying home from work, sacrificing a day’s wages, and jeopardizing their jobs in order to show the whole country how dependent it is on their labor. If they are going to take those risks we need to have their backs.
- Trump has made attacks on immigrants his signature issue. This strike and the strikes to come are a powerful direct answer to those attacks. They have the potential to transform the national narrative on immigration and deliver a blow to this administration.
- Immigration and Customs Enforcement (ICE) has already started detaining immigrant activists in their attempt to make the immigrant community scared to organize and speak out, we know we have to be ready to support immigrants across the country.

2) Ask other people to join you. The most effective pitch includes an “ask” for a specific amount of money from everyone. Think about what an ambitious ask might be for the group you have gathered. Ideally the host will say something like, “I’m giving \$250 (or \$100, or a monthly pledge of \$25 tonight) and I hope you’ll all join me...”

Or you might challenge the group. “If we get 10 pledges to become monthly sustainers tonight, I will double the amount I give each month.”

3) If you feel uncomfortable making this pitch ask a friend who will be there to assist you with the specific ask. They might second what you have already said adding: “Our goal is to raise \$\_\_\_\_\_ tonight.” and “If everyone here gives \$100, we’ll raise a total of \_\_\_\_\_.”

4) Have a “plant,” another guest who is prepared to get up and get the ball rolling, testify about why they’re giving. And perhaps make another challenge to the group.

5) Encourage people to make donations directly to [Cosecha](#) on their cell phones. Have a computer set-up during the party where people can make donations. Pass the hat for checks or cash. Circulate a pledge sheet to track of how much you have raised.

Donations to Cosecha are C-4 and therefore not tax-deductible. Tax deductible donations to support Cosecha’s work can be sent by check to: Ayni Institute, 1120 Saratoga St Ste #2. Boston, MA, 02128.

6) Later in the party, while people are socializing or dancing make a quick announcement of how much you’ve raised and a last call to meet your goal.

### **Sample RSVP Reminder**

I’m so glad you’ll be joining me [tomorrow/ on \_\_\_\_\_ day] to come together in support of Cosecha’s organizing for a nation-wide immigrant strike on May 1st. You, like me, have probably been heart-broken reading the news and hearing daily events, and are looking for a way to resist the new administration. By coming together at my house [tomorrow/on \_\_\_\_\_ day], we will find hope and inspiration to move forward together!

All are welcome at the party! So, please spread the word, bring a friend, bring a checkbook (or your credit card), and you’re welcome to bring a side dish or snack to contribute to the potluck.

We’ll start at \_\_:00, and as you know, I’m at [your address]

See you then!

Love/ cheers/ in hope and solidarity,