



Alumni Toolkit

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For Students Working With Alumni

As student activists, you know that broadening your base will strengthen your campaign. In this handout we will share some ideas about how alumni can support campus efforts to convince your school to move its money in order to protect our planet.

1. **Recognize that your alumni will most likely represent the same spread of opinion found in the general public.** For some, fossil fuel divestment will seem like an obvious strategy for combatting climate change, while for others it will appear irresponsible. Be prepared to explain the logic of divestment in a brochure or mailing or on your website. Many will not have heard of the campaign or know about the Carbon Tracker Initiative's report on fossil fuel investment (<http://www.carbontracker.org/wastedcapital>) or Bill McKibben and 350.org's argument for divestment. (<http://www.rollingstone.com/politics/news/global-warnings-terrifying-new-math-20120719>)
2. **You may need to contact individuals or groups of alumni multiple times.** The new climate change information takes time to sink in, as does the rationale for fossil fuel divestment. Plan to expose your alumni to this important information in as many contexts and through as many means as possible. Maintain a well-organized website alumni can turn to. A good "Frequently Asked Questions" section, is a plus. See Divest McGill's site for ideas, <http://divestmcgill.com/about/faq/>, or visit the site of UC Santa Barbara, <http://eab.as.ucsb.edu/files/2013/06/Handout-for-Faculty-Senate.pdf>
3. **When possible, form a student working group to focus on alumni outreach.** Consult our other handouts for ideas about identifying interested alumni. You will want to develop on-campus (*like Harvard's alumni rally*) and off-campus (*think: letter-writing campaigns, withholding donations, etc.*) strategies to involve alumni.

4. **Identify alumni who would be willing to be city, state or regional coordinators.** They could help you submit regular postings to Facebook pages, newsletters, listservs, and other sites or media related to your school's alumni association or other alumni groups. You can ask them to host informational events to encourage alumni action on behalf of your campaign, keep alumni posted on the campaign's progress, and make requests to alumni when higher levels of involvement would be helpful.

5. **Look for opportunities to do effective outreach.** Many alumni associations have regular events. Ask to present at such an event, or ask supportive alumni to host a special event for you at a local Harvard Club or similar venue.

6. **Be clear about what support you are asking for from your alumni.** The initial asks may include:
 - Signing your campaign's petition (online or in person)
 - Writing letters to the president and/or board of trustees
 - Writing letters to the editors of alumni magazines and other media

7. **Depending upon your campaign, you can then ask supportive alumni to:**
 - Make calls and/or visits to the president and/or board of trustees
 - Help organize alumni attendance/presence at meetings of the board of trustees
 - Join alumni networks or volunteer as a city, state, or regional coordinators
 - Invite you to give a presentation on your campaign at a local or regional alumni club
 - Host a house party or reunion event to explain the campaign and encourage active support
 - When you ask alumni to contact and/or visit the president or board of trustees, be sure to include all the relevant contact information for these entities.

8. **Consider On-Campus Options for Alumni Outreach.** In order to take full advantage of campus-based opportunities to reach out to and work with alumni, ask the alumni office for a calendar of alumni events. Whether it is an alumni weekend, a big sports event, or a cultural program that draws alums, you will want to develop a plan to share your message when alumni are on campus.

12 Steps to Finding Alumni Who Support Divestment

- 1.) **Start by locating the campus alumni office.** All colleges and universities have development offices, and many have their own separate alumni offices. These offices produce alumni directories, magazines, and newsletters and coordinate alumni events on campus and around the country. Befriend the staff in these offices!
- 2.) **Get access to a copy of an alumni directory from the alumni office.** Your library should have a copy too. Many alumni databases are now online. Consider what audience you wish to start with—local alumni, alumni in a certain major or field (environmental studies, for example), alumni in a given class, geographic area, and so on.
- 3.) **Get familiar with the alumni magazine and other alumni newsletters.** Scan these to identify alumni who may be sympathetic or in a position to have influence.
- 4.) **Ask for the names and contacts of class representatives.** These are the folks who organize reunions and fundraising and communicate with the members of their class. You may want to seek out graduates from classes when there was activism on your campus in the past, including the effort to divest from South Africa, the anti-war movement, and the women's and civil rights movements (roughly the late 1960s to 1970s). If they are sympathetic, these alumni can help you reach many more alumni in their classes.
- 5.) **Research whether your school has alumni trustees.** Read their biographies. Are they likely to be sympathetic? Could you imagine who might influence their position on divestment?

- 6.) **Most schools encourage active alumni associations.** These are often organized by city, state or region. You can get this list from your alumni office and contact the association leaders directly.
- 7.) **Look at old college yearbooks** for the names of former students who were active in student clubs related to the environmental, social and economic justice. Search for their contact information in the alumni directory.
- 8.) **Poll current students** to identify those who have parents, aunts, uncles, cousins, or grandparents who attended your school. You can begin developing your own "legacy" database to support divestment.
- 9.) **A surprising number of graduates** (especially when there are graduate programs at or near your college or university) **stay in the area.** Consider advertising on a local meet-up site, or search for existing alumni meet-ups.
- 10.) **Speak with faculty and ask them for names of former students** who are likely to be sympathetic. Seek out teachers known for their engagement and ability to inspire students to activism. While you are it, identify faculty who graduated from your school.
- 11.) If your school offers journalism or media studies as a formal major, consult the alumni office, career development office, or alumni directory and **locate those alumni who are now writing professionally.** Contact these alumni about covering the campus divestment movement. If possible, provide them with contacts for current and former students who are active and willing to be interviewed.
- 12.) Many campus career development offices keep **lists of alumni by profession and field of interest** who have volunteered to be available for current students either for informational interviews or potential internships or jobs. Review those fields where you might expect there to be sympathy with your cause, and create a list of alumni to contact. Finding sympathetic alumni in finance and investment may be especially helpful!

Reaching Alumni Visiting Campus

- Tabling with a petition or letters to sign, sample letters, and opportunities for alums to hold a poster about divestment and have their **picture taken**



- Prominently displaying **banners or art displays** showing the harm of climate change, with links to your campaign website
- Hosting an **art exhibit**—indoors or outside—on climate change or photographs from past actions on climate change (such as actions produced in part by 350.org; see the Whitman College divestment Facebook page for an example: <https://www.facebook.com/DivestWhitman>)
- Hosting a **hands-on art project** for alumni to engage in (You can get some ideas from the Rhode Island School of Design students who created art while sitting in the college president’s office: <http://www.wearepowershift.org/blogs/breaking-11-risd-students-sittingfossil-fuel-divestment>)

- Asking dormitories, houses, fraternities or sororities, or academic departments to allow you to host “**teas,**” **receptions, or other events** at which you present information about the divestment campaign to alumni (Consider asking supportive faculty to host events.)
- Creating a **display where alumni and students can post statements** about where they would reinvest the endowment after fossil fuel divestment picture for that
- Hosting an alumni pickup **sporting event** and using the opportunity to educate alumni about the divestment campaign
- Holding **vigils** at campus houses of worship
- Asking to **make a presentation or sponsor a rally** at class reunions held on campus, which often happen on alumni weekends or near commencement
- Don’t forget **Parents weekend, commencement, and class reunions**. Many parents are alumni. And even if they aren’t, they care about you and the future of your school. During any of these big weekend events, explore the possibilities of holding information sessions, such as question-and-answer forums in the student union, and make sure such events are on official schedules. *Be sure students know about events* so that they can invite their friends and parents. Encourage students and parents to wear some sign of their support, such as the Fossil Free logo (downloadable here: <http://gofossilfree.org/resources/>) on a sticker or button or a square of orange fabric.
- **Consider these questions as you prepare:**
 - What opportunities do you see on the schedule of planned events?
 - Where can you be a visible, positive and inspiring presence for a better future?
 - Is there an activity fair where you can have a table?
 - Can you post banners or an exhibit where parents will be walking by or waiting in line or going to a lecture or reception?
 - Do you have a simple handout available and a petition for parents to sign?

Engaging Alumni Off Campus

If you have developed a list of alumni contact information using the 12 steps above, it's time to get in touch! We recommend:

1. Send out a communication about your campaign with a specific ask and an inquiry about their willingness to volunteer.
2. If the divestment campaign has a Facebook page, ask alumni to like it and to invite their friends to do the same. Keep in mind that many from the older generations will use email rather than Facebook.
3. Ask alumni to sign your petition or write letters of support.
4. As you reach out to alumni who have indicated their willingness to take a greater role in the campaign, consider asking alumni to host a **house party** where uninitiated guests could learn about the campaign, sign petitions, write letters, and take photos to support your call for fossil fuel divestment. See our **house party handout** as well for more suggestions.

As you work with your new alumni volunteers, consider how best to tap people into your work:

- **Did your research uncover any well-known or celebrity alumni?** Consider how best to contact them—for example, do these alumni have any personal connections among the current study body? Current faculty? If possible, reach out prominent alumni and make a pitch for them to support your campaign publicly—for example, by writing an open letter to the president of the college, the press, or their professional peers.
- **Build on alumni strengths! Consider how to tap into the talents of the alumni you reach.** Alumni who are now journalists, filmmakers, artists, media specialists, performers, and so on could help you spread the word. Scientists, environmentalists, foresters, and engineers can make technical arguments. Religious studies majors can make faith-based arguments. You get the idea. Hopefully you

found some great alumni contacts at your career development office.

- If the campaign has a **Facebook** or **web page**, you can ask alums from different majors or professions to take a picture or video of themselves holding a poster with a relevant, catchy phrase. Post the photos on your page. Some examples could include the following:

-This [school name] philosophy alum thinks divestment is a good idea)

-[School name] math majors: We did the Math: Divest!

-This [school name] theatre major says, "Turn this tragedy into a romance: Divest!"

Or

"Give this tragedy a happy ending: Divest!"

-This [school name] English major says, "Let's write a new narrative: Divest!"

For Supportive Alumni

While the main action is happening on campuses, we can lend support by reaching across the generations to work with those who care deeply about the future. We can nurture a new generation of activists and model creative and dynamic forms of activism.

As a supportive alumnus/a, you can carry out projects whether or not you're in a position to collaborate directly with current students. We encourage you to be bold and speak up! The college fossil fuel divestment campaigns are breathing new life and hope into the environmental movement. Many report it is the first time they have experienced a renewed sense of hope that we can actually tip the balance on climate change.

1. Don't wait! Do something right away.

- **Start by writing to the president of your alma mater.** Samples may be found here <http://gofossilfree.org/samples/>. Let the student campaign know—send them a copy of the letter so that they can publicize alumni support! You can find petitions for campus campaigns at the GoFossilFree.org website or on the individual website for the campus divestment campaign.
- **Follow up with letters to the board of trustees.** Do you know any of them? Give them a call. Specifically contact any alumni trustees—let them know what you hope they will do for future generations. If you know anyone who is acquainted with a board member, ask him or her to reach out.
- **If there is an upcoming election for alumni trustee members,** ask candidates where they stand on climate change and whether they feel the school should be profiting from the destruction of the climate stability required for students to have a viable future.

- **Write a letter to the editor** of a school, local, regional, or national paper or journal you read to support the student campaigns. Samples available here: <http://gofossilfree.org/samples/>
- **Share your actions and ideas** with others on facebook at Alumni Supporting Fossil Fuel Divestment and your alumni campaign, if it has a website.

2. **Reach out and build a network.**

- **Contact the campus campaign and see whether there is an alumni outreach coordinator.** Students tend to be the drivers of campus divestment campaigns. The better communication you have with them, the better you will understand what is needed from alumni in the campaign. Consider offering to help. Is there already an alumni group supporting fossil fuel divestment you can join? Or consider starting one! Create an online presence for alumni support—either on the student divestment site, facebook or your own website. You can find campus campaigns here: <http://gofossilfree.org/>. You can also get ideas and connect with other alumni on facebook at <https://www.facebook.com/pages/Alumni-Supporting-Fossil-Fuel-Divestment/398342870264397>.
- **Whether or not you have been active in the local chapter of your alumni association, make an appearance at the next event.** Share your concern about climate change, and ask to get the issue on the agenda. Come prepared with a sample letter or a petition. If the campus campaign already has an alumni petition or a university-wide (students and alumni) petition, bring that one. We want to make sure we're capturing all our supporters in a single place. And be ready to say why you feel it is so important that your school divest. Identify others who might work with you in the future. Develop your own support network.
- **Reach out to other local alumni and host an event** at your home or another location. (*see pg. 8*)
 - Show the film *Do the Math* (<http://act.350.org/signup/math-movie/>) or *Out of Balance* (worldoutofbalance.org and from Netflix).
 - Have a petition or letters ready to sign.

- Invite ideas about how else to support the student movement: Is anyone ready to set up a meeting with the president or other trustees? Attend a board meeting? Write a letter to the alumni magazine? Withhold a donation? (Individuals can take this action, but a formal donation boycott by a larger number of people is effective only if a critical mass of alumni is on board and alumni are working closely in tandem with the student campaign.)
- For more ideas, see also On Campus Activities for Alums.

3. Support the Students.

- **First and foremost, ask the student leaders at your alma mater how you can help make their campaign most successful.** Don't know who they are? You may be able to find their contact info through GoFossilFree.org. If not, try searching Google or Facebook for a campaign website.
- **Think about what you are good at.** Offer your skills and talents to support the student movement. Make a video for the campaign, write a song, or offer to speak about alternative financial investments. Tap into your creativity and your knowledge of your alma mater.
- **Support leadership training for current students.** Active Neutrals, directed by three alumni from different colleges, offers nonviolent negotiation training and coaching on campuses all over the country. Sponsor a student or a training on your campus check out <http://activeneutrals.org/divestment>.
- **Students won't want to ask you for money, but often times their campaign needs it.** If you can afford to, offer to help pay for some of the items that make this kind of campaign visible: banners, flags, posters, exhibits, and so on.

On Campus Actions for Alumni

Students are leading the charge on campus divestment campaigns, but there is a powerful role for alumni who can get on campus. As alumni, our goals are to amplify the voice of the student campaign and demonstrate the depth of support for divestment.

The first step in taking on-campus action is to make contact with the campaign at your school. Find out whether there is already an alumni effort under way. (If not, consider volunteering to get one started!)

Once in contact with the student organizers, ascertain the general calendar for the campaign and identify actions, rallies, vigils, prayer services, and so on for which an alumni presence would be meaningful.

Here are some ideas you may want to consider developing in coordination with the student campaign:

- **Attend the on-campus alumni weekend.** Contact the student campaign to see what activities might be planned and find out where you can help out. Wear something that shows you support divestment, such as a pin, a ribbon, or a sticker. Coordinate with current students to make alumni support visible during the weekend.
- **If certain sporting events are important to you and fellow alums, consider how to make share your message at a game.** Banners or flags held by people in the stands? Some kind of chant? A campaign-related tailgate?

- **If you were involved in a singing group as a student, see if the current students in that group would welcome a joint performance on alumni or parents' weekend to spread the word.** We are guessing you could re-write some classic song with new climate change lyrics! (See <https://www.facebook.com/FossilFuelFollies> for some examples.)
- **Many of us were active in student groups back in the day, from religious groups to bridge clubs to environmental organizations.** Consider reaching out to alumni affiliated with those groups. Look on the school website and contact current student leaders. They may be able to put you in touch with other alumni from your group through an alumni listserv or outreach they may be doing. Plan a reunion during alumni weekend to support the campaign.
- **Does your school have a mascot?** How can the mascot be a source of inspiration for this campaign? Some very creative options are out there waiting to be acted upon!
- **For any on-campus events, prepare posters, banners, and signs that are colorful, clever and highly visible for your alumni contingent.** Consider your professional experience and academic background. What would move your colleagues to support divestment? Take photos of your group holding signs with relevant catchy phrases, and put the photos on your facebook or website.

Organizing and Hosting a College Fossil Fuel Divestment House Party for Alumni

Hosting a house party is a great way to raise awareness and inspire action on the college fossil fuel divestment movement. By joining with other college graduates and organizing a house party, you are making our campus divestment campaigns stronger and more dynamic.

You will find that people will lend support to this endeavor because they respect you *and* because most people believe in a new vision for a sustainable world.

Alumni Supporting Fossil Fuel Divestment has put together information to help you get started planning an event, whether simple or elaborate. We have made suggestions and provided an outline, checklists, sample invitations, and flyers. Feel free to adapt these materials to meet the needs of your audience. The important thing is to bring people together to hear an inspiring presentation and generate actionable steps to support the campus divestment movement.

We have based these materials on successful methods employed by the Safe Cosmetics campaign, the Organic Consumers Association, the Polaris Project, and 100Friends.

House Party Checklist

What you need

- Name tags and markers
- A clipboard and pens for guests to sign in
- Sample letters for college presidents and boards of trustees

- Petitions or access to a computer/internet to ask people to sign an online petition
- DVD or online streaming to show *Do the Math* (streamable here: <http://topdocumentaryfilms.com/do-the-math/>) and/or a speaker active in the campus campaign
- Hospitality items—food, beverages, plates, napkins, silverware—as needed
- If you are asking for funding:
- Basket for donations
- A sign with information on how to make out checks

Before the party

- Contact the student or campus campaign and find out the status of their efforts and what actions—writing letters, gathering petition signatures, and so on—would be most helpful at this time. This will help you identify activism goals for the event.
- Write out an action plan and a to-do list.
- Create an invitation list and invitations.
- Obtain *Do the Math* or plan to stream it.
- If you plan on having a campus-based activist speak, find out when he or she is available and set a date for the event.
- Mail invitations, which should include directions and a request for an RSVP, two to three weeks before the event.
- Reserve or obtain any necessary equipment (computer, screen, projector, and so on).
- Print out sample letters and/or petitions for signing.
- Create a draft letter if you want to send a group letter instead of, or in addition, to individual letters.
- Gather or purchase stationery supplies, extra pens, envelopes, and stamps.
- Print out names and addresses for the school president and trustees or their emails if you are planning to contact them via email.
- Plan the meal or refreshments.
- Purchase beverages, food, and supplies.
- Prepare your own presentation or remarks.
- Follow up with those who have not RSVPed and make sure all guests have directions.
- Obtain any needed equipment.
- Prepare food as needed.
- Set up the beverage area.

At the party*

- Welcome guests, mingle, and make introductions.
- Introduce yourself or a speaker and proceed with the presentation or the video or

segments.

- Ask guests to share their reactions and answer any questions.
- Ask guests if they are willing to write to the president and board of trustees and/or sign a group letter you have drafted.
- Brainstorm other ways alumni can support the campaign.
- Ask for additional house party hosts.
- If you are asking for funding: Ask guests to contribute to the campaign.
- Thank guests for coming, and consider wrapping up by taking a group photo. Campus groups love having photos to post to websites and Facebook.

**See “Structure of the Event” in this document for more details about the flow of the event and suggestions for the presentation.*

Follow up

- Mail letters written at your event.
- Follow up with guests who indicated they would send letters later if they didn’t do so at the party.
- Maintain contact with guests for future communication about the campus campaign.
- Contact the campus based student campaign and let them know about how your event went. Publicize your success in any media you can—Facebook, twitter, class listservs, and so on. If you took a photo, share it with the campus campaign.

Additional Considerations

What are the goals of your event?

What results do you want to come out of this party?

What will appeal most to your guests?

Some effective goals include:

- Increasing awareness of the new math of the climate crisis,
- Informing guests about the strategies of the college fossil fuel campaigns, and
- Encouraging alumni activism.

Some hosts may want the party to be largely educational, while others will wish to provide a direct opportunity for guests to sign a petition or group letter or to write letters to the school’s president. Decide how you want to share your passion for a carbon-free future and give your

community an opportunity to join in. Do you also want to include any themes related to your college experience? What might that look like? Sharing brief stories, asking guests to bring old photos and yearbooks? Playing a memory trivia game?

Second level goals might include:

- Organizing calls or visits to the President and/or Board of Trustees meetings
- Give presentations at a local or regional alumni club
- Write letters to the editor to Alumni magazines and other media
- Plan a class reunion event to explain the campaign and encourage active support

Would it be useful to ask someone to co-host?

You may wish to ask others to co-host the event with you: parents and other family members who are also alumni, alumni clubs near you, and so on. They can help by inviting their friends and community members they think would be supportive.

Who are you inviting?

Decide whether you are hosting an event only for alumni of your alma mater or an event for any and all who attended college and are interested in learning about divestment. This will depend upon your contacts and whether you think it would be most effective to have a “reunion” event (whether intergenerational or not) or a broader selection of participants. Many folks start by identifying fellow graduates, but encourage others to attend as well. It is your call.

Once you decide on the type of event, begin working on your guest list. Are you part of a class listserv? Is there a local or regional alumni club you can tap into? Ask a few friends, colleagues or family members to help you plan. You can even list them as a “host committee” on the invitation to attract more people who will recognize the names. Think outside the box about who might take interest in the issue, such as co-workers, neighbors, friends, family, members of your faith community, and so on. Is there is someone you could invite who would host the next house party to continue what you have started?

In general, you can expect about one-third of the people you invite to attend, so if you are hoping to have 10 people come, invite 30. The response rate is even lower if you only use email and social media (Facebook, Twitter). The most effective way to get good attendance is to mail out invitations and follow up a week later with a personal phone call. Five to seven days before the party, make a second reminder call.

What format will your event take?

Creativity is a key when planning your event. Think about what type of event would be best for your community and would align with your goals. Your house party does not have to revolve around a presentation. You could hold an organic potluck, dinner or brunch, or a chocolate-tasting or tea party. Other potential formats include

- **Ice cream social**
- **Dinner party**
- **Book club**
- **Movie night**
- **Sushi party**
- **Summer barbecue**
- **Casual pickup sports event**

Create your invitation

Create the main message for your invitation based on the concept you selected. As mentioned above, print invitations tend to work the best. There are, however, numerous websites to create online invitations, such as Evite and Paperless Post. You may also opt to call or email guests with the details. Be sure your invitation includes the date, time, and address of the party. Include clear, complete directions to the site of the event. Include your contact information and a way for guests to RSVP. Consider using your school's logo, colors, or mascot on the invitation if this is a reunion-style party.

Be sure to be very specific from the start that the purpose of the house party is to support the campus divestment campaign. That way your guests won't be surprised or offended that they are expected to sign or write a letter. At the

same time, you should make it clear that guests can come just to learn more without fear of being pressured to sign something if they disagree or aren't ready. Remember, you are giving your guests an opportunity to get involved and create positive social change.

Structure of the Event

The flow of your event is quite flexible. You may want to leave a half hour or so for people to arrive and mingle. You should **ask your guests to sign in** when they arrive or have your own invitation list handy and check off names as people come in. When you are ready, give a welcome and thank everyone for coming. Depending on the size of the group and type of activity, you can ask people to introduce themselves. Introductions can be as simple as "My name is . . . and I graduated in..." or you can ask people to share something about themselves, such as why they came or a concern they have about the environment or sustainability issues.

When guests have finished introducing themselves, introduce the speaker or presentation. The presentation should give a brief overview of the new math of climate change as described by the Carbon Tracker Initiative (read their report at <http://www.carbontracker.org/wastedcapital>) and Bill McKibben in "Global Warming's Terrible New Math" in Rolling Stone (<http://www.rollingstone.com/politics/news/global-warmings-terrifying-new-math-2012071>).

The presentation should explain the main goals of the fossil fuel divestment campaign. (more information is available at <http://gofossilfree.org/colleges-universities/>).

You may wish to include a screening of *Do The Math* or to have a speaker from a college campaign participate in the presentation. Be sure to include up-to-date information about your school's campaign if you are focusing solely on your alma mater.

After the presentation, leave time for guests to share their reactions and ask questions.

Make a request for action, often referred to as an “ask,” that will allow guests contribute to the campaign. Explain that every voice helps *and* that it is okay if someone chooses not to participate at this time. You can read a petition and/or a letter (and perhaps invite people to make suggested edits) and ask those present to sign. You can have a table set up with sample letters, stationery, and pens for people to write their own letters. You can have a computer set up for people to sign an online petition. Decide what works best for you and your group. If you are also asking people to contribute money to the divestment campaign, be sure to give guests space to decide on donation amounts in their own time.

Be sure to close by thanking people for coming and urging them to reach out to other alumni or people they know who might be sympathetic to the cause.

If possible, take a group photo that you can send back to the campus campaign, post on the Alumni Supporting Fossil Fuel Divestment Facebook page and/or use in social media.

Words of Wisdom from Veteran Organizers

- 1. Follow-up is key.** People are busy and may not RSVP for your event despite the reminders you send out. Depending upon when you graduated, you may want to send out a Facebook or Twitter reminder or to call people a week before the event to see if they can attend. If they can't, ask whether they would still be willing to take action. It is best to have some specific action in mind. For example, "Would you be willing to do something small to support the campaign, such as signing a petition, writing a letter to the university president, or asking three other friends to support divestment?"
- 2. If you plan to fundraise for the divestment campaign as part of your house party, remember that people do not give to causes—they give to people.** Guests may or may not feel passionate about the cause, but they will give because they care about you (or your host if you are not the host) and *you* are asking for support. Your or your host's relationship will be the driving force behind any fundraising success. While many people are afraid to ask for money, practicing how you will ask, so you feel more confident when the time comes to make your pitch, can really help. Tell guests why you think the cause is important and share some compelling statistics or stories. You could also incorporate video clips or share documents to educate guests.
- 3. Use the event to build a network.** Ask whether anyone feels led to work with you in the future. Propose a specific place and time to meet or speak again before the end of the event.
- 4. Thank everyone!** You can never thank them enough for their generosity of spirit, so thank them at the event and then follow up during the same week with a

thank you note in the mail or via email, and include other ways they can get active.

House Party Feedback Form

Thank you for hosting the party! Please fill out this form at the end of the house party and send it to us. Your feedback is critical in helping us improve our future house parties. Please send this form to shea@350.org

Hosts:

Date of party:

Address:

Number of guests:

Letters written?

Petition signed?

Other activities planned?

What worked well?

Do you have any suggestions for future hosts?

Do you have any stories or quotations to share with us?

Please explain what could have been better.

Other comments: