



Dear Hosts,

Thank you for volunteering to host a fundraising dinner for Just Food!

We're reaching out to hosts throughout the City to host events of all shapes and sizes. Our goal is to make your event one of one hundred Harvest Dinners taking place city-wide, raising funds and celebrating the mission of Just Food.

You are providing a tremendous service: helping Just Food to help others bring local, sustainably-grown food to their communities while building an alliance of NYC people who are actively supporting a more just farm and food system.

This packet is designed to help you out as you plan your Event. We hope you'll have a lot of fun in the creative process of party planning and party-throwing. Please remember, your event does not have to be a dinner! It can be a cocktail hour, a potluck, an afternoon of communal canning or an evening of entertainment! The more creativity you bring to the event, the more fun it will be for you and your guests, and the more successful it will be!

The following tip sheets are enclosed:

- (1) 100 Harvest Dinners – Party Tips including:
 - * Sample Invitation
 - * Donation Form
 - * 100 Harvest Dinners Feedback Form
- (2) 100 Harvest Dinners – Information About Just Food.

We hope that this event will not only help support Just Food, but by bringing people together around their passion for just, sustainable, local food, your event can help to build your friend's interest in the connections between food, community and the environment and involvement in this delicious work.

Please call or email with any questions.

Thanks!!!

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100 Harvest Dinners - Party Tips

Host's Role and Just Food's Role

As a host, your role will be to plan, publicize (to friends, family or the broader community) and organize the event. The host provides the food, organizes friends to provide the food, or organizes a restaurant outing as one of the 100 Dinners. The host is responsible for collecting checks and sending them to Just Food. Just Food has limited capacity to throw fundraisers, so we're asking everyone to pitch in this way.

Just Food is providing all our hosts with this set of guidelines and ideas. We are providing prizes for hosts and raffle drawings, and inviting Special Guests to be available for individual dinners. We will publicize results of the 100 Harvest Dinners and write thank you notes to all donors.

Finally, our Planning Committee will review hosts' evaluations and make recommendations for future 100 Harvest Dinners events. We hope to make these events an important source of income and stability for Just Food, while engaging more and more people in farm and food justice advocacy, and while having a lot of good food and fun.

Invitations

- Just Food can supply you with a basic sample invitation to mail or email to your guests. Please feel free to modify it to suit your needs!
- If you are mailing invitations, you can include our appeal envelope with the invitation & a brochure about Just Food. If you send an email, include a link to our website www.justfood.org.
- In the midst of planning, it's easy to let some of the details slip through the cracks. Here's a reminder to keep you on track: Be sure your invitations include the your phone number and email address, the date, time, and address of the event, and good directions.
- Ask your guests to RSVP so you have an idea of how many people are coming.
- Please email or mail one of your sample invitations to Just Food, so we can track all the great efforts!

Preparations

- Consider asking a few friends or colleagues 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. Consider what kind of help you'll need to run your party: set-up, clean-up, menu-planning, food preparation (or potluck), sign in list, collecting and mailing donations, picture taking, etc.
- Send invitations in advance and ask for an RSVP.

Fundraising

- Just Food is providing a donation envelope. You can set a “ticket” price, set a minimum request, or leave this up to your guests to decide.
- Don’t be afraid to ask for money. Your appeal for support is going to a great cause!

Just Food Materials provided:

- Once you let us know you are hosting a Dinner, we’ll send you the appropriate number of brochures to have on hand.
- Items for raffle (Possible prizes: Just Food “BEET THE SYSTEM” t-shirt, Just Food tote bag, One United Harvest Cookbook, coupons for Long Island Wine Tastings, etc.)

After the Party:

- Mail all checks together with completed donation envelopes Just Food in one envelope.
- Mail your completed Evaluation form.

Just Food Will:

- Send Thank you letters to all hosts
- Send Thank you letters to each individual guest for their contribution.
- Send special prizes to hosts.

Sample Invitation (Please include the Just Food logo on your invitation)



Dear friends,

You are cordially invited to one of *100 Harvest Dinners* – a series of fundraisers to benefit the work of Just Food!

Just Food is a non-profit organization in NYC that works to ensure that every New Yorker has access to fresh, local, sustainably grown food. Just Food helps people in neighborhoods all across the City to

- start CSAs (Community Supported Agriculture projects),
- enhance urban agriculture projects, launch City Chicken projects, and open farmers markets in under-served communities,
- improve food education by offering cooking demonstrations through cadre of skilled community chefs.
- Learn more about them online at www.justfood.org.

Please join me in celebrating this important work and providing them with the resources they need to continue to help new communities. Your job is easy – just come to dinner!

Where: _____

When:

(day/date/time) _____

What: Good food, good times, etc.

(Specify whether it is a potluck or if you are providing dinner. Specify any special themes)

I can't come, but enclosed is my donation

Please RSVP to:

Directions: (visit www.mapquest.com to include a map to your house party)

Please fill out this form at the end of your Harvest Dinner and send it to us.
YOUR FEEDBACK IS CRITICAL IN HELPING US IMPROVE OUR *100 Harvest Dinners!*

Facts and Figures: _____ number of guests
\$ _____ total donations
_____ number of volunteers who helped you
_____ number of new house party hosts recruited

Did you have any special guests or themes? If yes, please describe and comment.

Did you receive enough guidance in organizing your Harvest Dinner?
Yes____ No____

Considering the fact that Just Food has a small staff and limited capacity to run events, can you provide any suggestions to Just Food for future *100 Harvest Dinner* events?

Please explain how it could have been better.

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

Would you be willing to host another Harvest Dinner for Just Food in the future?

Would you be willing to help someone else organize their party?

Other comments:

Thank you for hosting the Dinner and helping to harvest support for Just Food!