



Dear House Party Host:

On behalf of the John Kerry for President campaign, my thanks for helping make John Kerry the 44th President of the United States! With George Bush and the RNC's re-election war chest of \$250 million, it is of utmost importance that we raise the resources to fight back.

This is where you come in! By agreeing to host a house party you become a member of Team Real Deal - the grassroots movement to elect the candidate with the best chance of beating George Bush. You'll be collecting contributions which will fuel John Kerry's success, and also introducing John Kerry to your friends, neighbors and family. It is through your efforts that our campaign will grow in these critical months leading up to the national election.

As a host, you are an integral part of the campaign's fundraising efforts. This is limited to contributions from individuals, not from corporations, and each individual is limited to \$2,000. The FEC requires us to remind you that you will be acting as a volunteer, but are not otherwise affiliated with, nor an official of the campaign and your event will be independent from the campaign.

In this guide I've tried to include everything you will need to plan a successful house party. If I've missed something, please email us, or give us a call. I've included a list of your regional finance teams, and I can be reached at aaron@johnkerry.com. Again, our sincere thanks!

Aaron Rudenstine
Director of Grassroots Fundraising
John Kerry for President, Inc.

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www.johnkerry.com
519 C Street, NE
Washington, DC 20002
202-548-6800

HOW TO HOST A HOUSE PARTY:

1. **Sign up for a House Party Kit:** Email Aaron Rudenstine (aaron@johnkerry.com) to request a House Party Kit with everything you need, including a print-out of this document. We'll need your address to send a kit to, and an email so we can communicate with you.
2. **Sign up for Kerry Core:** Kerry Core is the easiest way to track your contributions. Go to www.johnkerry.com and click on Kerry Core. We'll walk you through the steps to set up your own web page on our site. Your guests can click on your page to contribute by credit card before or at the party (our site is secure). We'll include contribution envelopes in the house party kit for those folks who prefer to give checks. We encourage you to ask guests to contribute online. It's easier for them, and frees you to be a good host.
3. **Establish a goal for the party:** We hope that a house party can raise \$1000 or more, but we appreciate whatever contribution you feel is appropriate. Think about how many people you need to invite to make the party meet your financial goal, spread the word about John Kerry, and to be fun. Many hosts establish a Host Committee in order to get multiple hosts recruiting for your party. Would you like your party information to appear on our web site for others in your area to join? Also, think about the suggested contribution you will ask of your guests. Do you want to raise \$1000 by asking 100 people to contribute \$10 each? Or 20 people to contribute \$50 each? If you are using a Host Committee, you should meet with them and agree on who is responsible for recruiting what number of people and dollar amount of contributions.
4. **Read the FEC information** – the ground rules for how to legally accept campaign contributions and act as a host. They are included in the kit.
5. **Contact people and follow up to get them to your party:** People don't have to attend to contribute! If you send an email or paper invitation, please make sure it includes the disclaimer information below: "Contributions to John Kerry for President, Inc. are not deductible for federal income tax purposes.
6. **Set up the party:** If you would like guests to contribute online while they are at the party, have your computer opened to your personal Kerry Core website (www.johnkerry.com/your page). Also, have a table set up near the door and ask someone to staff it as guests are coming in. Every guest should sign in on the contact sheet. Keep contribution forms there for those who have not given online. The FEC requires every contributor to sign a contribution form (included when donating online).
7. **Literature to hand out:** In this Party Kit, you will find literature on the Real Deal Finance Team which you should distribute at your party and encourage your guests to get involved.
8. **Give the party:** As the host, you'll want to thank your host committee if you have one, and thank the guests for coming and contributing. You'll want to tell them why you are supporting John Kerry. If you have guests who want to learn more before agreeing to contribute, you'll need to plan to ask for a contribution at the party. This is uncomfortable for many people, but it is critical to our success.

Remind people that George Bush raises \$1,000,000 by having billionaire Pioneers get ten cronies to raise \$100,000 each. He rewards them with corporate welfare, tax breaks for the wealthy, and the influence to rewrite environmental and labor laws. John Kerry raises \$1,000,000 by asking one thousand supporters to raise \$1,000 each through house parties with family and friends. He'll reward you with tax breaks for working Americans, policies that support job creation, a better education and cleaner environment for your children, and a plan to get us out of the mess in Iraq.

8. **Send results back to us:** Please send any checks, contribution forms, contact sheets, and a memo on exempt expenses (see FEC guidelines included) to:

Aaron Rudenstine
519 C Street, NE
Washington, DC 20002
202-548-6800

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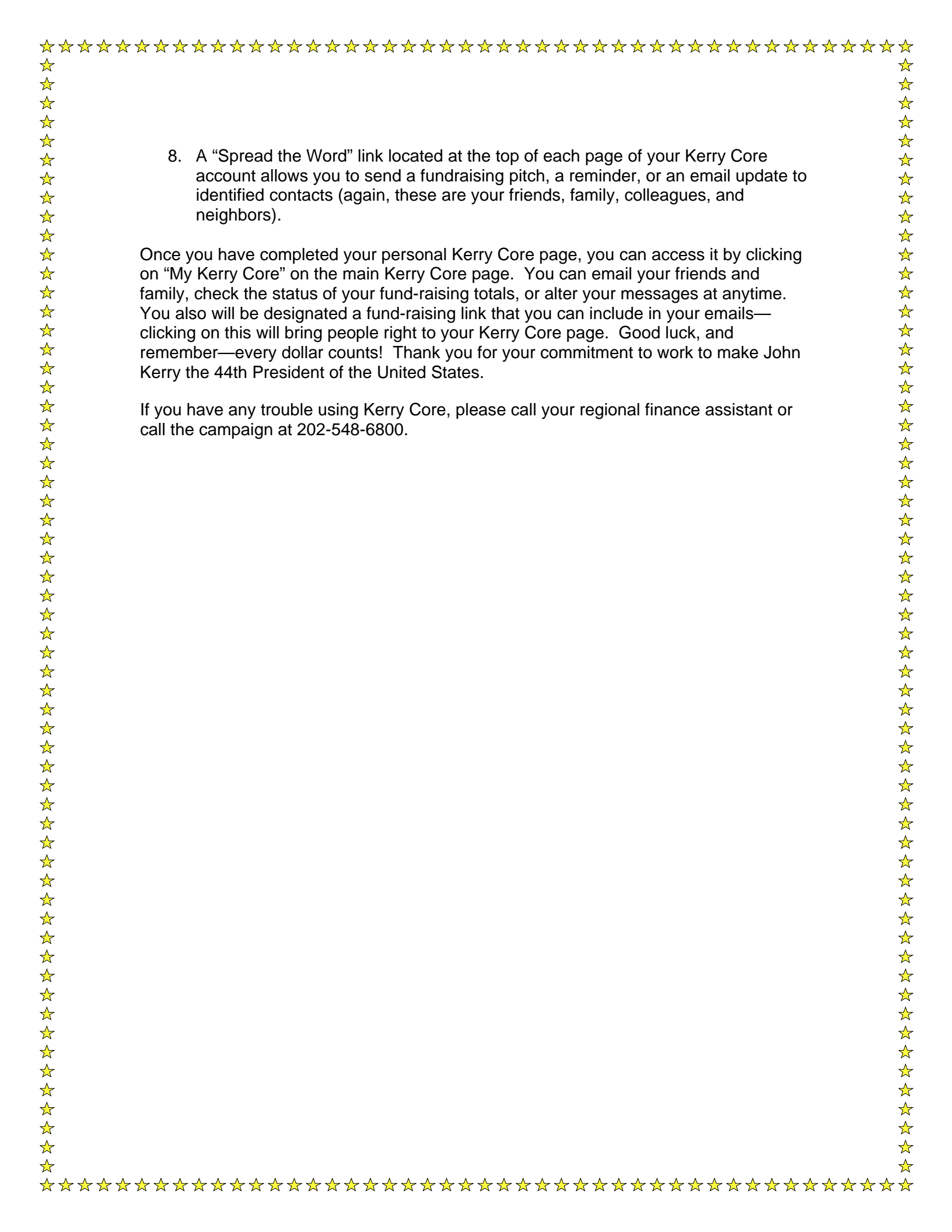


Instructions On How to Use Kerry Core and Collect Small-Dollar Contributions

As you are aware, fund-raising is a vital part of campaign work. It is not always the most exciting of tasks, but raising money is very rewarding, in that you can be sure that you are doing something of extraordinary importance. Contrary to popular perception, money for campaigns is not raised merely through large contributions. In fact, personal donations (so-called hard money) are capped at \$2000 per candidate in any given election cycle. Therefore, most people who are involved in financing a campaign do so not by writing large checks, but instead through reaching out to people and encouraging their personal and business acquaintances to contribute.

The John Kerry Website has added a feature that allows anyone to set up their own link and collect donations via the Internet. With this new addition, fund-raising has never been easier.

1. On www.johnkerry.com, under the heading of "Getting Involved" click on "Kerry Core."
2. Click on "Sign Up For Kerry Core Today."
3. Enter your contact information.
4. If you choose, make a donation yourself: enter your contribution information, including your credit card, billing address, and employment information.
5. Follow online instructions to change your personal webpage and thank you messages – these are what your friends and family will see. When someone makes a contribution to the Kerry Campaign in your name, this message will automatically be sent to their email address on your behalf.
6. On your personal webpage, you will see your personal contribution URL to which you should direct your friends. Alternatively, note that your contacts can search for your contribution page from the "Kerry Core Home Page" (<https://contribute.johnkerry.com/kerrycore>).
7. Selecting the "See who donated to your account" link will take you to a list of your personal contributors. This page highlights information pertinent to each contributor – name, email address, date, and amount of contribution information.

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8. A “Spread the Word” link located at the top of each page of your Kerry Core account allows you to send a fundraising pitch, a reminder, or an email update to identified contacts (again, these are your friends, family, colleagues, and neighbors).

Once you have completed your personal Kerry Core page, you can access it by clicking on “My Kerry Core” on the main Kerry Core page. You can email your friends and family, check the status of your fund-raising totals, or alter your messages at anytime. You also will be designated a fund-raising link that you can include in your emails—clicking on this will bring people right to your Kerry Core page. Good luck, and remember—every dollar counts! Thank you for your commitment to work to make John Kerry the 44th President of the United States.

If you have any trouble using Kerry Core, please call your regional finance assistant or call the campaign at 202-548-6800.



JOHN KERRY HOUSE PARTY HOST FORM

Name _____

Location of House Party (address) _____

City _____ State _____ Zip _____

Day Time Phone _____ Evening Phone _____

Email _____ Fax _____

Is the House Party being held at your home? _____

How many people are you planning to invite? _____

House Party Fundraising Goal \$2,000 \$1,500 \$1,000 \$500 Other Amount *

What is the suggested donation? _____

If we know of other John Kerry supporters in area who are interested in attending a House Party, may we direct them to your event? _____

Would you be willing to open your House Party to the press? _____

*Please take a moment to read the fundraising guidelines included in this packet. Please be aware that fundraising for a presidential campaign is regulated by the Federal Election Commission. By agreeing to Host a House Party, you agree to the following rules:

As a Host, I acknowledge that I am volunteering my time and efforts, but am not otherwise affiliated with the campaign.

I have not been authorized to act as an agent or representative of the campaign, and I am, in fact, coordinating my event independently from the campaign.

I am not authorized to represent myself as an official of the campaign.

If I hold a house party fundraiser, I will comply with the legal requirements pertaining to the raising of money, including all contributions limitations and prohibitions (Visit http://www.fec.gov for more information).

I acknowledge that I am not authorized to raise any money on behalf of the campaign that does not comply with all federal contribution limitations, prohibitions and reporting requirements.

If I spend any money to hold a campaign event, I will comply with the legal requirements pertaining to the expenditure of that money including any applicable reporting requirements (Visit http://www.fec.gov for more information).

Please fax this form to Aaron Rudenstine at 202-548-6801

CONTRIBUTION FORM

John Kerry for President welcomes your contributions for our campaign efforts.

- Yes, I/we would like to be a Patron. Enclosed is my/our contribution of \$2,000 per person.
Yes, I/we would like to be a Sponsor. Enclosed is my/our contribution of \$1,000 per person.
No, I am not able to attend. But I am enclosing a check for \$
Yes, I would like to make a credit card contribution for \$
(see form below)

Make contributions payable to John Kerry for President, Inc.

Federal law requires us to use our best efforts to collect and report the name, mailing address, occupation and name of employer of individuals whose contributions exceed \$200 in an election cycle.

Name
Preferred First Name E-mail
Home Address
City State Zip
Home Phone Work Phone
Employer and Occupation
Amount of Contribution
Credit Card (if it applies, please circle one) VISA MASTERCARD AMEX
Credit Card Number: Expiration Date:

Signature of the Cardholder/Contributor:

Contributions or gifts to John Kerry for President, Inc. are not deductible for federal income tax purposes.

Paid for and authorized by John Kerry for President, Inc.

(see below for more important information)

Important Federal Election Commission Regulations

Individuals may contribute up to \$2000 to John Kerry for President, Inc. Spouses may each contribute under a separate \$2000 limit.

Contributions from Corporations and Labor Unions are prohibited.

Contributions in the name of another, from foreign nationals, or from government contractors are prohibited.

John Kerry for President, Inc. does not accept contributions from political action committees.

John Kerry for President, Inc.
519 C St., NE
Washington, DC 20002
Return envelope and return address for outside envelope



NAME	ADDRESS	CITY AND ZIP	EMAIL ADDRESS	HOME PHONE	Volunteer

Sign Up to Receive Campaign News Via Email From JohnKerry.com

AUTHORIZED & PAID FOR BY JOHN KERRY FOR PRESIDENT, INC.
PRINTED IN HOUSE - LABOR DONATED

FEC Guidelines for Campaign Contributions

Contributions from the following persons or entities are prohibited from both monetary and in-kind contributions either by federal law or our campaign policy:

- Corporations: contributions must be from individuals and not be corporate checks or credit cards.
- Labor Unions: contributions cannot be from a labor union account.
- Government contractors: Persons or entities who have or are negotiating a contract to provide goods, services or property to the U.S. Government may not contribute. Employees of government contractors may contribute from their personal funds.
- Political Action Committees: contributions must be from individuals.
- Federal Employees: you may not solicit in person, by mail, by email or by telephone from persons who are in a federal office building. You may not solicit donations while you are in a federal office building.
- Foreign Nationals: only U.S. citizens or permanent resident aliens ("green card" holders) may contribute.
- Reimbursements: no person can make a contribution and be reimbursed by another. No one can donate in the name of another. No one can use another person's check or credit card to donate.
- Minor Children: Individuals must be 18 years of age or older to contribute.
- Anonymous donors are not permitted. We require the name, address, employer and occupation of every contributor.
- Cash donations are not permitted.

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