

## Sample Script for Your Telephone Calls

“ Hello! I’m helping my friend Scott Peters with his campaign for City Attorney. I’m supporting Scott because I know he will restore trust, integrity and professionalism to the City Attorney’s office. I’m hosting a small event at my home/office on \_\_\_\_\_ where you can learn more about the campaign and how you can help him too. Will you join me? ”

## Important Campaign Finance Rules (Please Read)

### Accepting Campaign Contributions

Contributions are not tax deductible. Individuals may contribute up to \$320 for the primary election, and another \$320 for the general election. Spouses and domestic partners may each contribute the maximum for a total of \$640, even if their accounts are controlled by the same person, as long as they both sign the check, credit card authorization form, or an accompanying letter.

We may not deposit a check or credit card payment without the name, street address, occupation and employer of the donor(s), and may not accept cash, cashiers checks or money orders over \$99.

Contributions from businesses, labor unions, PACs and other types of “organizations” are prohibited. We may not accept contributions from foreign nationals.

**It is unlawful for a contributor to be reimbursed by any organization,**

**business or similar entity for a contribution supporting or opposing a City candidate.**

### Tracking Your Expenses

The rules allow someone who is hosting an event at their home or office to spend up to \$500 on that event. Postage, ink for printing fliers, food at the event, etc. are all considered event costs.

As long as the total event costs remain below \$500, the campaign does not have to report the costs and it does not count towards your contribution limits for the campaign. As soon as the total amount of the event surpasses \$500, the first \$320 will be counted toward your \$320 maximum contribution and the campaign will have to pay the remainder. If possible, please try to keep the costs below \$500 and if you have any questions at any point during the preparations for the event and expenditures please contact us.

Paid for by Scott Peters for City Attorney, 3368 Governor Dr. F#223, San Diego, CA 92122. FPPC ID# 1304339

## Houseparty Kit



**5**  
**STEPS**  
to Hosting a  
Successful House  
Party

  
**FOR CITY ATTORNEY**  
[PetersForSanDiego.com](http://PetersForSanDiego.com)

# Thank you!

Thank you very much for supporting Scott Peters' campaign for San Diego City Attorney. Hosting a house party is one of the most important ways you can help our campaign.

Your successful house party will expand our team, help raise the funds we need to win, and ensure a good time for all the guests who want to help restore trust, integrity and professionalism to the City Attorney's office!

The goal is really simple: gather 10 or more people in your home or office and ask them to join our campaign by making a small donation. The party itself is even easier with these five steps. Remember, you can always call our headquarters with any questions!

## 1 Getting Started

Call Leslie at (619) 239-1721 to schedule your house party and ask any questions. Be sure to read this guide completely – including the rules on the back.

### Keep two things in mind:

1. Your guests should know that no donation is too small.
2. The secret is asking...it's easier for you to ask than it is for them to say no!

Two hours at your home or office is usually enough time for a party.

Make a list of every person you know who might attend – family, friends, neighbors, co-workers. Since only 10% of the people you invite will show up, you want to invite at least 100 people.

Keep track of all your expenses – and please keep the costs below \$500. If you have any questions at any point during the preparations for the event or about your expenses, please contact us.

## 2 Make the Ask

Mail an invitation, with a donation envelope supplied by the campaign, to everyone on your list at least three weeks before the event. Ask the campaign for a sample invitation. Please note: Every invitation **MUST** contain specific language stating the rules and regulations of contributing to a City of San Diego campaign. We will provide this to you.

The best ask is really simple—tell your friends why you support Scott's campaign, then ask if they want to help.

## 3 The Key to Success

Here's the real secret of a successful party: follow-up every invitation with a personal phone call. Ask those who can't make the party to send a check or donate online at [www.PetersforSanDiego.com](http://www.PetersforSanDiego.com).

Send a reminder email two days before the event, and if you have time, make reminder calls.

## 4 At the Event

Provide snacks and refreshments for your guests. (Please don't spend too much time or too much money on this, as noted above – what really matters is that people show up).

We will have staff at the event if possible. They will have a sign-in sheet, supporter cards, and donation envelopes at the front table so we can stay in touch with your guests.

About halfway through your party, when everyone has had a chance to mingle, you should officially welcome your guests and briefly introduce Scott. Scott will then make his remarks and answer any questions. After he speaks, it would be great if you could do a quick closing, reminding people that every dollar counts – it does!

## 5 Always Say Thank You

After the event, thank all your guests by phone, email or by writing a short note. Send a note to everyone who did not attend and follow-up with a request for a donation. Scott will be thanking those that contribute too.