

SHAVAR ★ FOR NEWARK MAYOR 2014

JEFFRIES



HOUSE PARTY KIT

Your Guide to a Hosting a House Party Event

“We are five wards. One city. One destiny. Together, we can do all things.
We are and always will be greater together than we will ever be apart. We are Newark.”

-Shavar

www.ShavarJeffries.com



Dear Event Host,

Thank you for your interest in hosting a Shavar Jeffries for Mayor House Party. This is a very important way to make a difference! Your willingness to open your doors to help the campaign raise money and to allow Shavar to get his message across to your family and friends is tremendous.

Here are some guidelines to help ensure your event is a success. (You can download this kit at <http://www.shavarjeffries.com/HousePartyKit> or email info@shavarjeffries.com and we will gladly email you a kit.

1. **SET THE DATE.** A member of Jeffries Team for Newark 2014 will coordinate with you a date. Plan to give yourself enough time to contact guests and organize details (4 to 6 weeks is generally sufficient).
2. **CHOOSE A TIME.** It's best to give your guests a time frame. If they know that the event is only two hours, it lessens the chance they will arrive after the event ends. Select a time that will be most successful for your event. Events during the week are best held from 6 to 8 p.m. or 7 to 9 p.m. and on the weekends from 2 to 4 p.m. or 3 to 5 p.m.
3. **PRODUCE A GUEST LIST.** To ensure good attendance, invite twice the number of guests that you hope to attend. Include your friends and family and even folks you don't see all the time and ask them to bring a friend. Please send your guest list, including contact information to a member of Jeffries Team for Newark 2014 and they will make sure to send a reminder at least 1 week before your event.
4. **CREATE INVITATIONS.** Send out an invitation flyer or letter, we can provide a sample letter or flyer that you may use as a guide, or feel free to create your own.

It's best to use a combination of methods to get guest to your event. Some people respond best to snail mail, others to emails and social media like Facebook and Twitter, while others respond only by phone calls. Information about the event will be disseminated by any means of delivery approved by the Host and the campaign staff. **Don't forget to mail out invitations early!** It's more likely to get a positive response.

5. **REVIEW CAMPAIGN MATERIALS.** Included in this kit you will find a House Party sign-in sheet, a contribution sheet & voter registration sheets. Please contact the campaign office if you have any questions.



6. **REVIEW SHAVAR'S BIO & NEWS ARTICLES.** Please review Shavar's bio. This information will assist you with your introduction of Shavar at the event. [Click here](#) to see several articles about Shavar and his positions on key issues in Newark. You can review this material for your introduction, as well as print out copies for your guests. It is also appreciated when you personally, as Host, announce an ASK for contributions from the attendees.
7. **FOLLOW UP.** As soon as your invites go out, begin making phone calls to your guest list. Phone calls are essential and will increase your attendance rate. Start calling when your invitations go out and make reminder calls the week before your event. You can also send out a reminder via Facebook and Twitter to your friends and family about the event a day or two before hand as well as connect with Shavar on his Fan page at www.Facebook.com/ShavarJeffriesNewark or his twitter handle **@ShavarJeffries**.
8. **ACCESS PARKING.** Inform campaign staff of parking availability and if able, please reserve a convenient parking space for Shavar's vehicle.
9. **OFFER LIGHT REFRESHMENTS.** Choice of light refreshments (food & drink) is appreciated.
10. **USE SIGNS AND STICKERS.** Provide signs and stickers to your guests. A member of Jeffries Team for Newark 2014 will arrive early the day of the event with the campaign materials that you might need.
11. **STAFF ASSISTANCE.** Campaign staff will maintain the registration table; collect contributions and answer any questions or concerns you or any of your guests may have during the event. All checks need to be made payable to "**Jeffries Team for Newark 2014**"

Thank you again for your support. These steps will help you in planning a successful event and informing your friends and family. We appreciate you taking the time to open your home to Shavar and allowing him to speak about his vision for Newark. **We are Greater Together!**



THE DATE OF YOUR EVENT DRAWS NEAR!

You have already sent out invitations, a reminder, either you or a Jeffries Team staffer has called everyone who has not RSVP'd and have a list of RSVP guests for your event. If this is your first time hosting an event here are some helpful tips to that will guide you on the day of your event.

1. FINAL PREPARATIONS.

- a. Decide who will introduce Shavar. Once its' been decided, you can prepare a short introduction.
- b. Follow up with invited guest that have yet to RSVP. If you need assistances, a member of Jeffries Team will help make follow up calls.
- c. If you feel the need, ask a friend or two to help you out the day of the event.
- d. Purchased and prepared refreshments.
- e. Make sure you have all the materials you need on Shavar Jeffries.

2. DAY OF EVENT.

- a. The day of the event a campaign staffer will arrival early with campaign signs and literature and assist with any set up or questions you might have about the itinerary.
- b. Place sign-in, contribution sheets and campaign literature on the registration table. This way, you can be sure to have your guest names and current addresses, so you have the option to send a prompt thank you not or appropriate follow-up.
- c. Set up a refreshment table.

3. INTINERARY.

- a. The first hour of your two-hour event should be dedicated to the arrivals of your guest and conversation.
- b. Along with you, a campaign staff person will also make an ASK for contributions, volunteering, and recruitment of names of potential host for the Next House Party!
- c. At the beginning of the second hour, the program begins. It has three parts.
 - i. **Introducing Shavar.** (3 to 5 minutes) usually done by the Host. Thank your guest for coming and you can speak as to why the race for mayor of Newark is important to you and why you decided to host an event for Shavar.
 - ii. **Shavar speaks.** Shavar will then speak to your guest as to why he is running to become the next mayor of Newark. If time allows, there can be Q&A.
 - iii. **Mingle Time & Thanks by Shavar.** Shavar will spend the rest of the hour mingling with guest and speaking to them directly until he needs to depart.

Thank your guest for coming. You have just hosted a successful event!

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A fifth generation Newarker, Shavar Jeffries was raised by his grandmother, a public school teacher, in the city's South Ward.

Shavar attended public schools for most of his life until he received a scholarship from the Boys and Girls Club of Newark to attend Seton Hall Preparatory School in West Orange, New Jersey.

Since 2004, Shavar has been an associate professor at the Center for Social Justice at Seton Hall Law School where he and his students primarily handle pro bono cases that will improve the quality of education for all Newark children. In this capacity, Shavar has represented 30,000 children denied free tutoring services under the No Child Left Behind Act, and advocated for thousands of Newark children seeking mandated special education services. In addition to these cases, Shavar also litigates important housing, domestic violence, economic justice, and immigration suits.

In 2008, Shavar took a leave from Seton Hall Law School to serve as Assistant Attorney General and Counsel to New Jersey Attorney General Anne Milgram. In his role as the department's third most senior official, Shavar led several of the state's largest departments, including the Juvenile Justice Commission and the Civil Rights Division. He re-launched the Civil Rights Division's Affirmative Litigation Unit, reformed the Victims of Crime Compensation office, and crafted an executive order expanding procurement opportunities for women and minority businesses. He also supported the Attorney General in implementing the state's crime plan, overseeing the team that, among other things, produced a 26% reduction in recidivism for ex-offenders.

In April 2010, Shavar was elected to the Newark Public Schools Advisory Board where he quickly emerged as a leader in expanding the number of high-quality public school options for all children. During his tenure as board president, Shavar increased the number of schools offering extended learning time from zero to over 20, and helped to open several new middle and high schools. Shavar also led the board in joining a lawsuit that returned over \$30 million to Newark after the state illegally cut the district budget, and also led the board in filing suit to restore local control of the school system to Newark parents.

Shavar obtained his bachelor's degree from Duke University where he served as president of the Black Student Alliance and as a member of the board of trustees. From there, Shavar attended Columbia Law School where he served as managing editor of the *Columbia Human Rights Law Review* and clerked for the NAACP Legal Defense and Education Fund before graduating with several academic and public interest honors.

Following law school, Shavar clerked for Judge Nathaniel R. Jones of the U.S. Court of Appeals. He then worked as an associate with Wilmer Cutler & Pickering where he represented Black farmers who were denied farming loans by the federal government because of their race.

Since 2001, Shavar has been counsel at Gibbons P.C., a nationally ranked, leading law firm in New Jersey. He is a homeowner in the South Ward where he lives with his wife, Tenagne, and their two children, Kaleb and Naomi.



THANK YOU NOTES

Thank you notes are also a great way to ensure that your guest will have a positive impression of the campaign. Be sure to ask people to host their own House Parties in the than you note and give them the contact information for the campaign. You can share your thank you note through a variety of methods, by snail mail, Facebook or Twitter.

Jeffries Team for Newark 2014
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Wwww.ShavarJeffries.com
(973) 692-6008
Facebook: www.facebook.com/ShavarJeffriesNewark
Twitter: @ShavarJeffries

You can also include any people from your list that didn't make it to the event as well.

A sample thank you note:

Dear Friends,

Thank you for attending my house party for Shavar Jeffries of Mayor of Newark. It was a great success and I couldn't have done it without you! While some of you weren't able to make it last night, those of you that were got a great introduction to who Shavar Jeffries is and the progressive grassroots campaign that he is running. It is important to me that my fellow Newarkers are informed come 2014!

I hope that you are able to host your own House Party within the coming weeks, which you can sign up to do at www.ShavarJeffries.com

You can also make a donation there and sign up to volunteer. This campaign matters to me because (FILL IN THE BLANK) and your help will endure that our fellow Newarkers know who Shavar Jeffries is and what he will do for Newark.

Thank you.

