

Many LEAD International supporters have hosted successful house parties raising both funds and awareness about poverty in West Africa. We've compiled the following guide to help get you started.

## **Hostess Introduction (5 Minutes)**

Gather your guests and welcome them to your party. This is a great time to talk about how you were introduced to LEAD and why you wanted to host a house party. We do not expect you to be an expert on LEAD but rather share why you want to get involved at this time. You have a specific reason and passion for supporting LEAD. That is what makes house parties such a wonderful venue to touch people who are not aware of us. Please do not worry about having the perfect presentation or a lot of experience leading a group. Our house parties focus more on discussion instead of one person giving all of the information. All you need to have a successful house party is a caring heart and desire to share the work LEAD is doing. We have put some discussion points together for you and a wonderful video that will help make your gathering a great success.

People are not looking for a polished presentation, they are looking for a worthy cause to support. So relax and enjoy your time with friends.

Starting your party with food and coffee can be a great way to get things going. This will give your guests time to visit and enjoy what you have prepared for them. After 45 minutes or so you can lead your group into the discussion time.

## **Discussion Quiz and Group Introductions (10 Minutes)**

Have each person introduce themselves and answer some questions to bring the group closer together. Possible questions include:

1. How many days does it take to start a business in Africa? USA Today reported recently on the number of days it takes to complete all of the requirements to start a business in several countries. According to the World Bank in the US, they listed it as 5 days. The shortest amount of time? Australia at 2 days. The longest? It was Guinea-Bissau at 233 days. After all that time, if it was your business, would it survive? When LEAD International created No Djunta Mon Trading Agency, it took 3 years to get the documents recorded more than 1000 days!
2. In the past 50 years how much money has been given as aid from rich countries to Africa? Over \$1 Trillion US dollars in development-related aid has been given to alleviate poverty through governments and non-governmental organizations in the past 50 years.
3. Is Africa better off today than 50 years ago? Aid has been, and continues to be, an unmitigated political, economic, and humanitarian disaster for most parts of the developing world. Africa's real per capita income today is lower than in the 1970's, leaving many African countries at least as poor as they were forty years ago. With over half of the 700 million Africans living on less than a dollar a day, sub-Saharan Africa has the highest proportion of poor people in the world – 82% of the poorest people in the world live in West Africa. Just 30 years ago Malawi, Burundi and Burkina Faso were economically ahead of China on a per capita income basis. China utilized a market development plan rather than aid.
4. What does it take to start businesses in Africa? The first thing it takes to start businesses in Africa is a life commitment. Reliable relationships, a proven

business plan, willingness to work, capital, and a way to successfully engage in the marketplace are all components of sustainable business. These are all things that LEAD provides as an answer to breaking the cycle of poverty.

### **Show the LEAD International DVD (8 Minutes)**

This DVD is a short introduction to LEAD International, sharing the organization's vision as well as the stories of several business owners.

### **Discuss the Film and Frequently Asked Questions (10 – 30 Minutes)**

Talking about the video can help begin the discussion. Pass out the Frequently Asked Questions sheet for your guests to read and discuss. Below you will find a great question to help get the discussion going and provide additional information about the cause of breaking the cycle of poverty.

- How is LEAD International different from other organizations? Unlike other organizations, LEAD treats its donations as investments. We believe strongly in the spirit of the entrepreneur. By investing capital into the start up of businesses we can recapture our initial investment and begin the process all over. Our hands-on training and field leadership assure the success of our business owners. By supporting this cause you get the opportunity to have a direct impact on the sustainability of new businesses that can employ numerous people. Our focus is on longevity and measurable change rather than a temporary fix.

If the group gets into an in-depth discussion serving more food and drinks can encourage the discussion to continue.

### **Closing Remarks (5 – 10 Minutes)**

This is your opportunity to ask your guests to support the cause. Share with your guests why you are supporting the cause of breaking the cycle of poverty and what it is about LEAD that inspired you to have a house party. It is important to have a fundraising goal. It gives you a target amount to work towards and unifies your group. It is LEAD's desire to raise an average of \$1000 per house party; however you can set a goal appropriate to your group. If you were able to find a business that is willing to match whatever dollar amount you raise, make sure to inform your guests about that company. Many of you are business owners and would like to have your personal business match the funds you raise. We can't wait hear all of the exciting and creative ways you have to bring people together and further such a worthy cause.

### **Gather donations and information**

Collect all donation envelopes and the sign-in sheet and send them in one package to LEAD International:

LEAD International  
7808 NE 94th Ave.  
Vancouver, WA 98662 USA

### **Thank you cards and final follow up**

Send thank you notes or e-mails to all your guests. All guests who donated will also receive a thank you letter for their tax-deductible donation from LEAD International.

## House Party Guide

**LEAD** International

*www.leadinternational.com*

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Send an e-mail to those invited who were not able to attend your event and ask them to make an online donation to LEAD International in honor of your house party. If they choose to write a check, have them put your name and house party in the memo line.

Visit LEAD's House Parties Group at our LEAD International Blog site at ***<http://leadinternational.ning.com/group/houseparties>***