



LIVINGSTON COUNTY  
CATHOLIC CHARITIES  
LIGHT THE WAY  
CAMPAIGN

# CAPITAL CAMPAIGN

## HOME FUNDRAISER OVERVIEW

### A SIMPLE INTRODUCTION TO HOSTING A CAPITAL CAMPAIGN GATHERING

Home fundraisers are small, invitation-only gatherings hosted by a supporter to introduce friends, neighbors, or colleagues to a capital campaign. They create a warm, personal environment where guests can hear the vision, ask questions, and feel personally invited to participate in something meaningful.

#### **What Is a Home Fundraiser?**

A home fundraiser is typically a gathering of 10–25 guests in a private residence. The host invites individuals who care about the mission and may have the interest and capacity to support the campaign.

#### **Why They Work**

Home gatherings are powerful because they:

- Build trust through personal relationships
- Allow meaningful conversation
- Create space for thoughtful questions
- Inspire leadership and mid-level gifts
- Identify new prospective supporters

People are more likely to give when invited by someone they know and respect.

#### **What Happens at the Event?**

Most home fundraisers:

- Last 60–90 minutes
- Include light refreshments
- Feature a short presentation (15–20 minutes)
- Include a clear invitation to support the campaign

The goal is not a long program — it's a compelling, personal introduction followed by meaningful follow-up.

#### **The Role of the Host**

A strong host:

- Believes in the campaign's vision
- Invites guests personally
- Makes introductions
- Helps encourage support

Their enthusiasm and relationships are the key to success.

#### **The Most Important Step: Follow-Up**

The event opens the door — follow-up closes the gift.

Within 48 hours, attendees should receive a thank-you and key prospects should be contacted to schedule one-on-one conversations.

