



HOUSE PARTY INFORMATION 1

Suggested Agenda

House parties are most successful when scheduled for a **two-hour time slot**.

The first 45 minutes is for the arrival of guests and conversation. As the guests arrive, they sign in. This way, we'll be sure to have their names and current addresses, so we can send a prompt thank-you note or follow up on questions and requests. Email addresses are important for keeping people up to date with Save the Cord Foundation e-newsletters.

At the beginning of the second hour, the program begins. Below is a suggested program. While this is a good guide for your house party, ultimately you are the host and should feel free to do what feels comfortable while introducing guests to Save the Cord Foundation.

The program can be organized into four parts:

1. Introduction to Save the Cord Foundation. Usually lasts three to five minutes and done by the host. Please see **talking points** (page 2) for guidance.
2. Save the Cord Foundation DVD. This five minute video gives a brief introduction to cord blood and explains the founders' passion and vision for Save the Cord Foundation.
3. Remarks by the representative. Ideally, one or both of the founders will be able to attend your house party and will make brief remarks about the importance of Save the Cord Foundation and current efforts.
4. The pitch. This is usually given by the host or the host and a representative of Save the Cord Foundation. Your guests are there because of your personal invitation, and they will want to support you and your cause. The pitch asks guests to get involved and tells them how they can help. Collecting donations is, of course, of great importance. After the pitch the remit envelopes are distributed and collected as guests leave.

At this point the "official" part of the program is over and people may ask you or the representative questions.



HOUSE PARTY INFORMATION 2

Talking Points

40,000 men, women and children are currently waiting to be matched for a **bone marrow transplant**. They have a 1 in 1 million chance of finding one. Cord blood stem cells are often an option, but many patients are never told about it and are sent home to die.

Cord blood is a rich source of **non-controversial stem cells**. There are no political, religious, moral or ethical issues. Neither mother nor child are harmed during the collection process.

Cord blood is currently being used to successfully **treat over 70 life threatening diseases**, including leukemia and sickle cell anemia.

Cord blood also holds great promise in the treatment of brain injury, cerebral palsy, juvenile diabetes and **regenerative tissue and organ repair**. Researchers have only begun to explore cord blood's potential to treat many other diseases.

Despite this proven success and incredible potential, **95% of all cord blood is thrown away** as medical waste.

There are **three options for saving cord blood**: family (private) banking, donating to a public bank, or donating for medical research.

Donating cord blood for **research or public use** is often difficult. Expectant parents need to find a hospital in their community that has a public collection program.

Private/family banking is readily available. The child's cord blood is available only to the child and family. A person's own cord blood is the only option for future regenerative medicine therapies. Private/family banking charges a one-time fee of \$1500 to \$1800, and a yearly maintenance fee of \$100+.

Most expectant **parents are never educated** about the value of their baby's cord blood, and leave the hospital unaware of the one time opportunity to preserve it.

Currently 29 states have legislation mandating cord blood education for expectant parents.

Save the Cord Foundation is working to:

- Educate every expectant parent about the value of their baby's cord blood;
- Make donating to a public bank easier;
- Make private/family banking more accessible through insurance coverage;
- Increase funding for research and public banking;
- Increase availability of cord blood for transplants and research



HOUSE PARTY INFORMATION 3

Timetable and Checklist

4 weeks prior the event:

- Set the date with Save the Cord Foundation
- Draw up your invitation list (see page 4 for list ideas). The rule of thumb is that 100 invitations will yield 40 guests.
- Decide on the kind of invitation you want to send (emailed or mailed) and draft it. Sample wording for an evite is found on page 5.

3 weeks prior to the event:

- Mail or email invitations.
- Choose a friend to help you at the event. This person can help sign people in, take coats, collect checks, and help with any last-minute details.

2 weeks prior to the event:

- Call everyone who has not RSVP'd and ask him or her personally to attend. If they can't attend, suggest they make a donation at savethecordfoundation.org.
- Keep a list of who's coming and send it to Save the Cord Foundation.
- At this point, printed materials and the DVD will be mailed to you if a representative is not able to attend.

1 week prior to the event:

- Prepare and practice your introduction. Call (520) 419-0269 with any questions or issues.
- Discuss the pitch with a Save the Cord Foundation representative to address the organization's current needs and recent developments.



HOUSE PARTY INFORMATION 4

Your Invitation List

The key to a successful event is excellent attendance. Most of your guests will be coming because of your personal invitation, and most likely they will want to share in your support for this good cause.

Here are some ideas that have helped other house party hosts pull their invitation lists together:

Family: This is obvious; however don't forget to ask your family to bring one or two additional guests.

Friends: When inviting friends make sure to include their family, partner/spouse, friends, etc.

Social acquaintances: Old friends you only see occasionally, old college friends, school, friends from old jobs, etc.

Neighbors: Next door, around the block, parents from your kids' carpool and child care, etc. You get the idea; be creative and far reaching.

Where else to look: Church, other volunteer work, people who have invited you in the past, your PTA, school board, bowling league, tennis club, friends from ski weekends, beach weekends, co-workers, past party lists. Think about people you may not know very well but who might be committed to causes involving life-saving health issues.

If after all this you feel like you don't have enough people to invite, ask friends to co-host the party with you, and include their circle of friends in your list.

Follow up calls

One of the keys to a successfully attended event is follow up reminder calls. It shows your guests that you WANT them to attend. If someone cannot attend, encourage them to make a donation in honor of your party at savethecordfoundation.org.



HOUSE PARTY INFORMATION 5

Email Invitations

Party-planning websites such as Evite are probably one of the easiest ways to invite your friends, family and colleagues to your house party.

A few tips for a successful evite:

- Use an eye-catching phrase in the “host” field. Be sure to say something that will grab the attention of your guests.
- Avoid using characters such as “&” and “@”. These tend to show up as code on the other end. Remember to spell out words.
- One of the best features of online invitations is the ability to solicit donations if invitees are not able to attend. Be sure to include this in the text of your evite, and direct them to the website <http://www.savethecordfoundation.org>.

Suggested evite language:

Please join me in my home to support a very important cause. Umbilical cord blood is saving lives and has the potential to save many more, but it's treated as medical waste in 95% of U.S. births. Save the Cord Foundation is dedicated to promoting awareness and increasing the collection and availability umbilical cord blood.

Each year tens of thousands of children and adults die from the 70 treatable diseases that cord blood cures — deaths that are entirely preventable. Come learn how you can be a part of the incredible movement that is saving lives.

Refreshments will be served.

If you are not able to join us but would like to support the cause, please consider making a donation on my behalf at www.savethecordfoundation.org. Your support is greatly appreciated by the Save the Cord Foundation, the people whose lives are changed by cord blood, and me personally.

