

OneCareNOW Houseparty Presentation

Opening Introductions & Video

Host: welcome guests, say a little something about why SB 840 is personally important, and introduce speaker

Speaker: Thank guests for being there; thank the host; say something personal about her/himself and why this issue is important personally and for California.

Introduce the video. Make sure ahead of time that it's at the right spot to start.

Run the OneCareNOW Video

Speaker: Update on SB 840 & Fundraising Pitch

(ask people to save any questions for later)

Bring up to date on campaign – Where SB 840 is in the Legislature; SB 840 State Strategy Summit results

(Although it is best to use your own words, the following script can be a guide)

You now have an idea of the scope of this campaign. It's exciting and it's huge: and we'll need the participation of you and thousands like you to help us spread the word about our campaign, hosting houseparties like this for your friends and neighbors, talking to the people in your churches and organizations, becoming members of Health Care for All, and **contributing money to the campaign** so that we can take our message to all Californians. Because one thing we know for sure: the insurance industry will pull out all the stops to keep the status quo in place.

We can't match the insurance industry dollar for dollar. But we don't need to. We are a **People Powered Movement!** And, because we're a **PEOPLE POWERED MOVEMENT** every dollar we raise will go further.

I can't impress on you enough that **THIS IS A CRITICAL MOMENT IN OUR CAMPAIGN** – Health care is a major issue on the political agenda. **We can't let this moment pass us by.**

That's why we're going to people like yourselves, people who care enough to give up a couple of hours to become informed about this historic opportunity we have in our state to create a health insurance system whose goal is health care for all Californians not profit for CEOs & shareholders.

So, what will your donation support? OCN donations will fund essential expenses:

WE HAVE A GREAT WEBSITE – It's advocacy oriented to get the word out to wider audiences. We used to have dedicated staff to keep our website up to date, but when money got tight, we had to lay them off. **We really need a strong website to build our outreach;**

PRINTED MATERIALS like flyers, signs, banners, & brochures for you to pass out to friends and supporters;

MEDIA DEVELOPMENT for things like YouTube videos, DVDs like the one we just saw, as well as an ad campaign to reach all Californians;

STATEWIDE ORGANIZING MEETINGS AND COMMUNICATIONS; and

THE ACTIVITIES OF OUR SMALL AND HARD-WORKING STAFF. These are the people who do the day-to-day work of coordinating this movement, organizing supporters, coordinating volunteers, managing the website, developing written materials, as well as coordinating house parties like this one, and other fund raising activities.

The truth is that this campaign will only work with the support of people like you. I urge you to make your most generous contribution. – If you can write a check for \$1000, \$500, \$250, that’s great for our campaign. The important thing is to give what you can even if that’s \$25. All of your contributions are important.

Necessary Details: Make out checks to OneCareNOW Campaign. If there is a web hookup at the houseparty location, offer guests the opportunity to pay online by credit card.

Explain that contributions to OneCareNOW are not tax-deductible. If tax deduction is necessary, the check should be made out to “HCA Education Fund.” These can also be paid online.

Pass out contribution forms & envelopes, BE QUIET FOR 5 MINUTES!! Give people time to write checks, fill out forms. As people finish making their contributions, have host collect the forms & bring them to the front of the room.

Continue: Thank you for your commitment & generosity. Your contributions will make a huge difference.

Q&A (host can count contributions during Q&Q)

I know some of you may have other things to do today so we’ll formally end our house party but anyone is welcome to stick around to discuss things more informally. Just before you leave though (host name) has a tally of how much we raised today . host gives tally.

Thank you for taking time out of your day to show your commitment to health care for all Californians.