

Faculty Cocktail Party Benefitting  
THE UNITED FARM WORKERS UNION

Guest Speaker

The Honorable Leonel Castillo

Saturday, April 7, 8:00 pm

At the home of

Dr. and Mrs. Melvin Eisner

3506 North Parkwood

Drinks \$1 Donation

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TEXAS BOYCOTT OFFICE  
331 INTERNATIONAL BLDG.  
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(512) 225-4713

Attached is a list that might be helpful to other groups who are planning cocktail parties to benefit the union.

1. Select date and location for party.

Give yourself ample time to conceive, organize and carry out the plans for your party. Ours was April 7, and we had our first meeting January 23. The location is important for several reasons, it can be a drawing card, it must be large enough to hold a big crowd, and must be functional for fund-raising purposes. Our party was held in a large home and the hosts were well-known.

2. Sponsors

There are several approaches you can take on this. Ours turned out to be extremely successful. We contacted faculty members from the various schools in the Houston area and asked that they serve as sponsors for the event, and pay \$5.00. We received over 80 favorable replies, which automatically netted us over \$400.00. The other approach is to get prestigious names, with no financial commitment. This is helpful as it often generates interest in the event.

3. Invitations

It is very helpful to know a printer. Printed invitations are more likely to attract attention than mimeographed ones. Have a good clean design, and make it as appealing as possible. We were very fortunate to have all our work, and paper, donated. This is unusual because usually, you really have to hustle to get this done.

Set deadlines and stick to them. When printed, addressed and mailed. A rule of thumb is that invitations should be received two weeks prior to the event.

4. Follow-up calls.

This can be a very important aspect of your event. It is highly recommended, but remember, it takes good lists and a well-organized phone campaign. It serves to remind people of the coming event, and also gives you an idea of where you stand.

5. Guest speaker (or Guest of Honor)

This person can bring in a lot of people. Depending on your area, you can have a politician or possibly an entertainer who will donate his services. Generally, it is a good P.R. asset to have some well-known person who will say a few words and will circulate in the crowd.

6. Liquor, Food, Music

We found the best way to deal with the liquor is by consignment. We had one man handle the whole thing. He dealt with the liquor store, they estimated our needs, and all was delivered to the house. We were charged for the bottles used, and the rest was returned. Therefore, we had no initial outlay for the liquor. This was very important for us, because we had very little cash on hand to use for prior expenditures.

Set up your bars at the most convenient place to allow for traffic and access. We had two in the home we used, ~~AND~~ it worked out well.

Get your bartenders assigned by shifts. It can be long, hard work if you depend on just a few people.

Don't forget things like ice chests, jiggers, napkins, swizzle sticks, towels, and also limes and lemons, especially if it's summer time, and garbage cans behind each bar.

For some reason the ice always seems to be a problem. Try to anticipate how much you'll need so you won't have to make a mad dash during the party for it.

Food--we always get it donated. Just have about 5-10 persons agree to bring potato chips, dip, crackers, cheese, etc. *Coffee is good, too.*

Music--it's nice, but optional, and certainly depends on the place.

7. Format

Plan your speeches very carefully. Decide on the best (peak) time, and make sure the program moves with a good pace. The message is the Union, and you don't want to bore people or turn them off with a long drawn-out program.

Make provisions for a loud speaker. That's another fast way to lose your crowd. If it's a cocktail party, remember people

get restless standing around, and it's really bad if they can't hear what's going on.

For the fund-raising portion of the program, we had a "Chinese Auction." An artist donated a print and the bidding began at 1¢. Everyone that bids has to pay their bid. In all, we netted \$96.00. It goes slowly, because each bid is only a penny increase. But if handled properly, and if the crowd really "gets into it," you can make a lot of money, and the crowd gets very enthusiastic. If the prize is good, someone can win it for \$2-3.

Drink tickets & literature--have a table set up at the front door. There you will sell your drink tickets (the theater type), usually for \$1.00; have a guest ledger for everyone to sign, and your Union literature, buttons and bumper stickers prominently displayed. It helps, too, if you have a price list for drinks, buttons, and bumper stickers.

#### 8. Clean-up Crew

By all means, have this organized in advance. If the party is in a private home, you owe it to the hosts to leave it in the condition you got it in. Usually the party breaks up late, so this means there will have to be a few stalwart souls who agree to stay to the bitter end and get the place back in order. Have plenty of plastic trash bags. If you use the plastic glasses, you can save them for another party.

Parting words: Throughout the planning stages of the party, think of EVERYTHING that can go wrong, and then set out to avoid letting them happen.