

CAMPAIGN TOOLS

GUIDE TO HOSTING AN ASA HOUSE PARTY

THE MEDICAL CANNABIS ADVOCATE'S HANDBOOK



**Americans for
Safe Access**

Advancing Legal Medical Cannabis Therapeutics

UPDATED
2025



Subject: You are invited: Cocktails with a Cause Party

Body:
Dear Friend,

I hope you can join me at LOCATION on DATE/TIME. I am thrilled to have the opportunity to bring my friends together to share a project that is near and dear to my heart.

Americans for Safe Access is the largest national organization of patients, medical cannabis providers, medical professionals, scientists, and concerned citizens promoting safe and legal access to cannabis for therapeutic use and research. [MAKE IT PERSONAL] "Without their work, I would not be able to access medical cannabis. But unfortunately, medical cannabis remains illegal federally, keeping these treatments out of reach for millions of Americans...

The plight of medical cannabis patients is not visible to most people, so I am bringing together my favorite things, patient advocacy, and throwing a party, to do my part in shining a light on the impact of federal prohibition and supporting the organization that is ensuring future access!

Please RSVP to this email.

If you are unable to attend, please consider becoming a member or donating, because every dollar counts in the fight for safe access to medical cannabis for all who need it: www.SafeAccessNow.org/Donate

See you there!

PLANNING THE EVENT

LOCATION:

Provide RSVPs with easy directions to your home or the party location; clearly indicate your house for the day of the party; let guests know where they can park.

LAYOUT:

Consider the most comfortable area in your home to accommodate the group. Ensure there are enough seats and designate areas for ASA materials, food, and drinks.

REFRESHMENTS:

You're responsible for food and drink, but opt for food that can be eaten while standing. Finger foods that don't require utensils, like hors d'oeuvres, cheese and crackers, veggies, cookies, and brownies, work well. Or suggest a potluck option so everyone can chip in. It doesn't need to be anything fancy.

THE PROGRAM:

This is the agenda for your event. It doesn't need to be overly planned, but having a loose "run of show" will ensure you meet the objectives of the event: Raising Awareness & funds for ASA! You can use an ASA presentation, play a video from ASA's YouTube page, or tell a personal story. Depending on the size of the group, you may consider having each of your guests introduce themselves and say why medical cannabis is important to them or why they came to your event. Then make the ASK and go back to enjoying your guests!

ENJOY! RAISING FUNDS & AWARENESS FOR OUR MOVEMENT IS PRETTY COOL!

RUN OF SHOW

It is usually a good idea to give guests a few minutes to arrive, grab some refreshments, and say hello, but don't wait too long to get to your planned program. For example, if your event is 2 hours long, consider making your presentation 30 minutes after the event starts.

Bring everyone together, tell them about ASA in your chosen format, describe issues still facing medical cannabis patients, and why you support ASA. Then make the ASK!

You can answer questions after your pitch, but don't make the formal program too long. It is called a "house party" after all. If you are hosting a dinner party, consider giving your presentation before dinner starts.



TIP: Alcohol and cannabis can lubricate people's wallets, but getting donations from inebriated guests can be challenging! Time your ask appropriately.

THE ART OF THE ASK: HAVE A PLAN

PRACTICE YOUR ASK

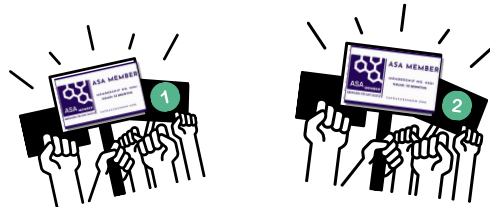
Even though you are not asking for money for yourself, it can still feel awkward the first time you do it. So, practice asking a few times before the event. Remember, it feels good to give to a cause you believe in. As a house party host, you are facilitating that for your network by shedding light on issues they likely believe in too. Don't apologize for asking for funds, show your network you are proud to connect them with ASA.

HAVE A GOAL IN MIND FOR THE ASK:

"Help me meet my goal of having everyone sign up with ASA and to raise \$5,000 (or whatever the amount) or sign up 20 new members." Put up a thermometer or some other visual to fill in so your guest can see what is needed to meet your goal.



ADD A RAFFLE OR SILENT AUCTION TO YOUR EVENT



MAKE IT EASY TO GIVE:

- Print a document with the QR code for the ASA donation campaign (sample on last page) & then, have everyone open their smartphones to the ASA donate page
- Open a tablet to the ASA Donate page and pass it around to guests
- Put QR codes for ASA’s donation page place settings or bring out materials with QR codes and donation materials before dinner is over or between courses.

TIP: Ask a friend ahead of time to make the first donation so that after your pitch, someone immediately says, “I want to contribute x amount”



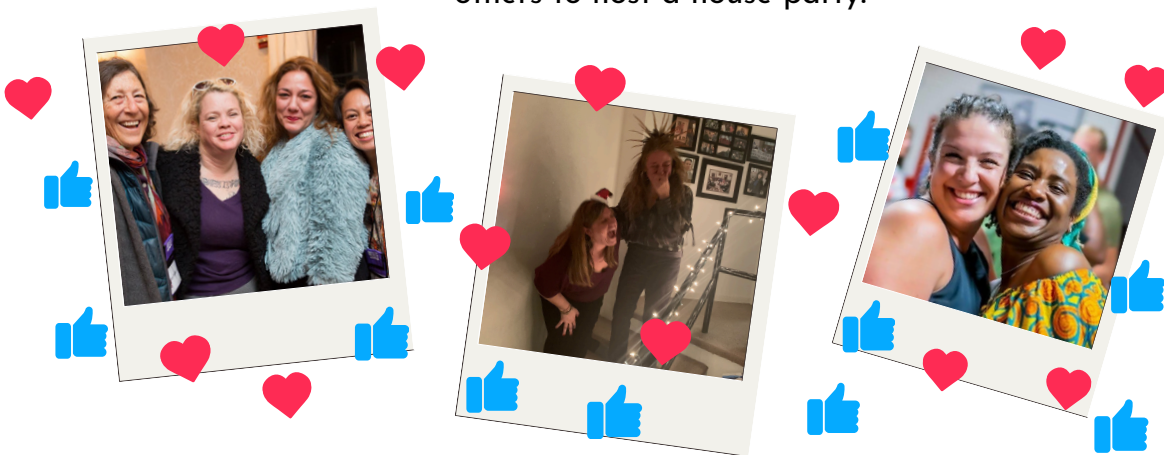
DON'T FORGET TO ENJOY YOUR PARTY!

- Print the ASA sign-up page, Safe Access 4 All outreach flyer, the legislative briefing materials, or any other materials you want to share: www.SafeAccessNow.org/Advocacy-Resources
- Make sure the video or presentation setup works: www.YouTube.com/SafeAccess
- Make a sign or get some balloons so guests know they are at the right house
- Ask a friend to help you with serving guests and planting first donation
- Toilet paper, water, and utensils are the often overlooked on House Party shopping lists!

HOUSE PARTY PREP

DOCUMENT & SHARE!

Take photos, post them to social media, & tag ASA: encourage others to host a house party!



- [americans-for-safe-access](https://www.linkedin.com/company/americans-for-safe-access)
- facebook.com/safeaccessnow
- [@americansforsafeaccess](https://www.instagram.com/americansforsafeaccess)

TELL US HOW IT WENT!

Send us a note with some photos and let us know how it went: Info@safeaccessnow.org

SEND THANK YOUS TO FULL INVITEE LIST

Dear Friends,

Thank you to everyone who attended my house party on Thursday! See attached photos.

Unfortunately, I came just \$500 short of my fundraising goal. You can still donate at SafeAccessNow.org/doante

Thank you for helping restore federal rights to medical cannabis patients.

TIP:

FOR VIRTUAL HOUSE PARTIES YOU CAN FOLLOW THE INSTRUCTIONS ABOVE WITH SOME SLIGHT MODIFICATIONS!

THANK YOU AGAIN FOR THINKING OF US!



Americans for Safe Access

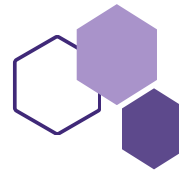
Our mission is to ensure safe & legal access to cannabis for therapeutic use & research. Plug in to one of our campaigns to make this mission a reality!

JOIN THE FIGHT FOR SAFE ACCESS TODAY!

WHAT'S IN YOUR CANNABIS? CAMPAIGN



WhatsInYourCannabis.org



SAFE ACCESS 4 ALL CAMPAIGN



SafeAccess4All.org



SIGN UP TO GET UPDATES & ALERTS!

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