



arethaformayor.com

LISTENING PARTY KIT

Dear House Party Host,

Our campaign will be successful because of the grassroots support of people like you. So thank you for your interest and your willingness to consider hosting a listening party to support our campaign. Like you, I believe greater is yet to come for our city, and we need to invest in the opportunity to help create opportunities for hard working people who live in the City Beautiful.

I've been fighting for most of my life, as child working to help my have food on our table, climbing thru the ranks in the military, starting two businesses with clients nationwide when the banks told me no. Working with nonprofit organizations that serve our community, I know business and who has been left behind socially and economically – I need your help to fight for them.

The volunteers recruited and funds raised from our listening parties will help our campaign get the word out, go door to door, register new voters and make sure that we send a message that the City of Orlando families want a Mayor who works for them.

This packet has a step by step guide to host a listening party in your neighborhood. Please contact us at aretha@arethaformayor.com if you have any questions or to learn more about how to get involved.

Sincerely,

Aretha Simons

ARETHA**FOR CITY OF ORLANDO MAYOR**

arethaformayor.com

WHAT TO DO

Why host a listening party?

Listening parties are a great way to make sure people are engaged and active in our campaign in every community in Central Florida.

Listening parties bring people together – from local activists, to neighbors, family, and friends – to help chart the course of our commonwealth. And, after all, they're a fun way to meet and get to know other members of your community.

Preparing for your listening party

Planning a listening party? Let us know!

We always like to hear what's going on all over Central Florida, so send us an email at aretha@arethaformayor.com if you're planning a party, or if you have any questions.

Set your goal

Decide how many people you'd like to invite, and how much you'd like to raise. Then pick a suggested contribution to help you reach your goal.

Send your invites

Invite lots of people – family, friends, and neighbors – include people you know who already support Aretha and people who want to learn more.

At your listening party

Sign everyone in

Have a sign in table near the entrance and ask a friend to staff it. Make sure to get the names of all your attendees, and collect any contributions (with attached forms).

Meet and greet

Get people together, talking, and socializing. Provide food and drink for people to share as they talk about their goals for Aretha's campaign.

Learn more about Aretha

You can show Aretha's website (www.arethamayor.com) and print out Aretha's biography for people who want to learn more about Aretha.

Talk about the importance of donating to the campaign

This campaign can only succeed with your support. Encourage your attendees to give money through the website or by check at your party. If you have any questions about the rules governing contributions, write to aretha@arethamayor.com.

Talk about ways to get involved and plan a follow up meeting

You know your communities, your neighbors, and the issues most important to Orlando, so we need you to stay involved. Plan a follow-up meeting, and set a goal for all your attendees to bring another guest or two.

After your listening party

Send in donations

Send any donations collected to the campaign to: **Aretha Simons Campaign**
P.O. Box 550415 Orlando, FL 32855

Send in your sign-in sheets We want to stay in touch with everyone interested in Aretha's campaign. Email or mail your sign in sheets.



SAMPLE INVITATION

Dear Friend,

If you're as frustrated with what you see in this City as I am, you'll understand immediately why I like Aretha Simons and why I'm hosting a listening party to support her campaign for the Mayor. Middle class families like ours need Aretha in City Hall, standing up to the special interests groups to make sure we get a fair shake and chance to get ahead.

Aretha has been fighting for people like us her whole life. She grew up "in the projects, cleaned houses with her mother after school," and understands what's it like to serve our country in the military during wartime and the community during economic collapse.

I'm asking you to join me at a listening party on (DATE) to raise money and recruit volunteers for Aretha's campaign. It will be at (LOCATION) from (START) to (END) o'clock and I really hope you can join us.

We ask our guests to contribute whatever they can, and there's no minimum, but if each guests contributes at least (TARGET), we should be able to reach our goal of (\$GOAL). These funds will help Aretha's campaign register voters, go door to door, and provide campaign resources to our community – all things critical to victory. I hope you'll join me on (DATE) to help send Aretha to City Hall to fight for us.

Sincerely,

(HOST)

Paid for by Aretha Simons for City of Orlando Mayor in house with donated labor.

INVITE FLYER

**Join us for an evening
in support of**



Date _____

Time _____ **to** _____

At the home of _____

Suggested Donation _____

Please RSVP by _____ **to** _____

If you wish to make a contribution, please fill in the attached contribution form. Please make checks payable to Aretha Simons Campaign. Contributions can also be made online at www.arethaformayor.com.



ABOUT ARETHA

Aretha's history of service started as a child in a family of eight growing up in Arcadia , FL. After school, sometimes Aretha would go with her mother to help clean homes to help supplement their household income. So taking care of people, working hard, and being responsible is a natural thing for her to do.

During high school Aretha participated in multiple clubs, marching band, and church. Aretha's first job during her senior year was as a Clerk at the DeSoto County Commissioners office. After two years of college, in March 1988, Aretha entered bootcamp at the US Navy Recruit Training Center in Orlando , FL. She served on active duty as an Information Technician Specialist aboard the USNS John Lenthall and USS Yellowstone during Operation Desert Storm in the 90's.

During her time on active duty Aretha started a business to make sure she had income once she decided to get out of the Navy. Aretha was honorably discharged in 1996, and shortly afterwards, she joined the US Naval Reserves but received the Presidential Recall back to active duty for two years in support of Operation Iraqi Freedom during the 9/11 attacks.

Aretha is now a retired from the US Naval Reserves after over 20 years combined active duty and reserve service. Now Aretha have the privilege of helping others start their businesses, serve nonprofits, and speaking nationwide.

Aretha has a 100% success rate of obtaining the 501(c)(3) status, and is one of the most sought after experts for setting up nonprofit corporations and obtaining 501(c)(3) status.

Aretha has also been a professional grant writer for over ten years; her clients were awarded government, state, and local grants. She is a former grant

reviewer for the City of Orlando's Mayors Matching Grant, Central Florida United Way, and the Minority Women Entrepreneur Business Grant.

Aretha was given an all-expense paid trip courtesy of media mogul Oprah Winfrey to speak on the US Senate floor concerning funding for nonprofit organizations.

As a Certified Nonprofit Consultant TM and national speaker some of her clients include SCORE, Disney/National Entrepreneur Center, Life Christian University, Nova Southeastern University, Florida Association of Christian Colleges, Latina Style Business Conference, African American Chamber of Commerce, University of Central Florida Business Incubator, Bishop T.D. Jakes, and US Department of Labor, just to name a few.

She is the author of The Power of the 501(c)(3), The Best Guide for Nonprofit Consultants, Deadly Force Recall, and The Best Guide for Nonprofit Corporations.

Aretha holds a Bachelors of Theology from Life Christian University & Seminary, Bachelors of Business Management from University of Phoenix, and a Masters of Education from Nova Southeastern University.



Donation

Sheet

Name: _____ **Occupation** _____

Email: _____ **Phone:** _____

Address: _____

City/State/Zip: _____

Name: _____ **Occupation** _____

Email: _____ **Phone:** _____

Address: _____

City/State/Zip: _____

Name: _____ **Occupation** _____

Email: _____ **Phone:** _____

Address: _____

City/State/Zip: _____

Name: _____ **Occupation** _____

Email: _____ **Phone:** _____

Address: _____

City/State/Zip: _____

ARETHA

FOR CITY OF ORLANDO MAYOR

arethaformayor.com

**Enclosed is my contribution of
\$_____.**

Please make checks payable to:

Aretha Simons Campaign

P.O. Box 550415

Orlando, FL 32855

www.arethaformayor.com

Name_____

Address_____

(if using a credit card, please provide the billing address)

City/State/Zip_____

Occupation_____ Phone_____

Email_____

Please charge my personal contribution to my: ___ Visa, ___ MC, ___ AMEX
Number_____

Exp:_____ Sec. #_____

Cardholder's name (as it appears on card) _____

Cardholder's signature _____

Federal law requires us to use our best efforts to collect and report the name, mailing address, occupation, and name of employer of individuals whose contributions exceed \$100 in an election cycle. Individuals can contribute up to \$1,000 for the primary election and \$1,000 for the run off election.

Please mail this form in or contact us on our website at

www.arethaformayor.com

Contributions or gifts to Aretha Simons Campaign are not tax deductible.

FUNDRAISING RULES

Please take a moment to read the following fundraising guidelines.

RULES

- Hosts shall comply with the legal requirements pertaining to the raising of money, including all contribution limitations and prohibitions.
- Hosts are not authorized to solicit contributions on behalf of the campaign that do not comply with all contribution limitations, prohibitions and reporting requirements.
- Hosts shall comply with the legal requirements pertaining to the expenditure of money for the costs of an event, including any applicable reporting requirements.
- If you send out an invitation flyer asking for a donation, please attach the contribution form.
- Corporate and government resources may not be used to plan or host the fundraiser. No solicitations should take place on corporate or government property. Do not use any business stationery or your business title in connection with your campaign volunteer activity.

CONTRIBUTION LIMITS

- An individual may contribute up to \$1,000 -for the primary election and \$1,000 for the run-off election.
- A husband and wife may each contribute a separate \$1,000 per election.

CREDIT CARDS

- All credit card contributions should be made using www.arethamayor.com or the included contribution form.

CHECKS

- If you are collecting checks at your event, please advise your guests that they should be made payable to Aretha Simons Campaign.
- All checks must be accompanied by the contribution form. Please staple checks to bottom of the contribution form.
- All checks should be sent or delivered to the Aretha Simons Campaign immediately following the event, so that they can be deposited by the campaign within 10 days of the event.

CASH

- Cash donations are acceptable up to \$50.00, but are highly discouraged. Please refrain from accepting cash contributions if other means are available.
- All cash contributions MUST be stapled to the bottom of the individual's contribution form.

IN-KIND CONTRIBUTIONS

- If you host an event in your personal residence, or in a church or community room that is regularly used for noncommercial purposes and is available for use without regard to political affiliation, you do not have to report the use of the space as an in-kind contribution to the campaign. If you use another space for a fundraising event, you should pay the fair market value for use of the space in advance and report the payment as an in-kind contribution to the campaign. This counts against your \$1,000 per election limit to the campaign.
 - You may spend up to \$1,000 on food, beverages, and invitations per election while hosting an event in your personal residence or in a church or community room, without these payments counting as an in-kind contribution to the campaign. Your spouse may also separately spend up to \$1,000 in connection with these events without it counting as an in-kind contribution to the campaign.
 - You may obtain discounts from vendors on food or beverages (including corporate vendors) beyond those that the vendor might normally give, up to \$1,000 per election per vendor, without these discounts counting as an in-kind contribution to the campaign.

- All other donated goods or services for the event (by you or others) are in-kind contributions to the campaign. You may not accept corporate in-kind contributions for the event, except as described above. If you pay for these expenses, you may retain the receipts and send them to the campaign with a completed in-kind contribution form within one week of your party. However, the campaign will not reimburse you for expenses except when required by campaign law.

PROHIBITED CONTRIBUTIONS

Contributions from the following persons or entities, both monetary and in-kind, are prohibited either by law or campaign policy:

- **Foreign Nationals:** Foreign nationals may not contribute. The only exception is that foreign nationals who are lawfully admitted permanent residents of the U.S. (green card holders) may contribute. Before accepting a contribution from a permanent U.S. resident, the campaign generally requires some proof of U.S. resident status, such as a photocopy of his or her green card. Contributions from a person whose citizenship status cannot be ascertained should not be accepted.

- **Reimbursed Contributions:** A person cannot make a contribution in the name of another, and any contribution where the donor is reimbursed in any form for making a contribution either before or after making the contribution is prohibited. No one may use another individual's credit card to make a contribution in their own name.