

# Happy Birthday, Tori

## A National Birthday Celebration to Benefit RAINN

25 June 2001

TO: Founding Hosts, Happy Birthday, Tori Parties  
FR: Scott Berkowitz, RAINN President  
RE: Party Planning

Wow. As responses poured in during the first few days after we announced the Happy Birthday, Tori parties, “wow” was the word heard most often around the RAINN office. It didn’t surprise us that she has so many loyal fans all over the world, or that those fans would help RAINN— after all, they’ve been helping RAINN ever since that day seven years ago in Baltimore, when Tori and I nervously waited for the first hotline call (and prayed the system we had created would work). We had big plans for RAINN that day— and RAINN exceeded every expectation.

The same is already true of Happy Birthday, Tori. We started with high hopes, but we weren’t expecting this: Forty states. Ten countries. Five continents. More than 250 people wrote in offering to host a birthday benefit for RAINN. This could turn out to be the biggest fundraiser RAINN has ever had. Wow.

So, thank you for your interest, your support, and your offer to help. It’s going to take some hard work to turn this outpouring of support into a successful event. But with your enthusiasm and spirit, I know we can do it—together.

Enclosed are several things to help you create an awesome birthday party.

- 1) Questions (and answers). We’ve tried to anticipate questions you probably have about this event, and we’ve done our best to answer them. Of course, more questions will come up as party planning gets underway, so we’ll keep adding to this list. We’ll email you more Qs&As, and Mikewhy will post them at [www.thedent.com](http://www.thedent.com). If you have questions we haven’t thought of, please email them to us at [rainnmail@aol.com](mailto:rainnmail@aol.com).
- 2) Fundraising tips. You’re not a born fundraiser? Don’t worry— I’m not either. But it’s really not that hard. While it feels a little awkward (at least for me) to ask people for money, it gets easier the more you do it (and the more people say yes). And one thing that makes it easier is that this is such a good cause, and one that just about everybody believes in. We’ve also included a timeline to help you get your planning underway.

635-B Pennsylvania Avenue, SE  
Washington, DC 20003  
1.800.656.4673, extension three (Party HQ)  
[www.happybirthdaytori.com](http://www.happybirthdaytori.com)



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- 3) Sample invitation flier and response card. You can personalize these with details about your party (or, of course, you can make your own). For your convenience, you can download digital copies of the flier and response card at [thedent.com](http://thedent.com).
- 4) A RAINN magnet so you can keep the RSVP list nearby on the fridge.
- 5) Founding Host commitment form. Please complete and return this form to us as soon as possible. You can fax it back to 202-544-3556; mail it to the address on the form; or fill it out online. Our first weekly report to Tori will be next Monday, so please return your form by then if possible.
- 6) Your party ID number. This number is written on the front of your folder. Please use it on all reply cards and invitations so that we can be sure to credit donations to you.

So now, it's time to plan your Happy Birthday, Tori party. The key first steps are:

- 1) Confirm the date of your party.
- 2) Confirm the location of your party.
- 3) Recruit friends, family and coworkers to help sell tickets and plan the event.
- 4) Sell tickets, sell tickets, sell tickets.

If you have questions, please email us at [rainnmail@aol.com](mailto:rainnmail@aol.com) or call 1-800-656-4673 (press three at the main menu).

Thanks again for being a Founding Host. This has gotten off to an amazing start, and I have no doubt the end result will be just as amazing. Tori and RAINN—and the thousands of people we help each month—are counting on you. On behalf of all of us, thank you, thank you, thank you.

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### Questions (and Answers)

**What:** Happy Birthday, Tori is a national celebration in honor of Tori Amos. Birthday parties around the world will be fundraising benefits for RAINN, the national sexual assault hotline. Tori is the chair of RAINN's advisory board.

**When:** Tori's 38<sup>th</sup> birthday is on August 22, 2001. Most parties will take place that night, but parties may also take place anytime between August 8 and September 5, 2001.

**Where:** So far we have Founding Hosts in 40 states and 10 countries.

**Why:** Each month, the demand for our counseling services continues to increase. In order to keep pace and keep providing free, confidential help to all victims of sexual assault, we need to raise more money. RAINN is a nonprofit organization, and we rely on small donations from thousands of donors to keep the hotline running. Of every dollar we raise, 88 cents goes directly to help victims, making RAINN one of the most efficient charities in America

**How:** We're counting on Tori's most loyal fans to organize parties and raise donations for RAINN. Most birthday parties will be small personal gatherings in homes. Blowout birthday bashes will be held in several cities (probably DC, Boston, Cincinnati, Denver, Miami and somewhere in Michigan). And in between will be lots of medium-sized parties in restaurants, coffee shops, offices and elsewhere.

**Who...**wants to meet Tori Amos? As a special thank you to Founding Hosts, you might win the chance to hang out backstage with Tori. All hosts meeting certain fundraising targets (see below) will automatically receive concert tickets and backstage passes and a picture with Tori. All other hosts will be entered in a drawing for a limited number of tickets, backstage passes and signed Tori memorabilia.

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**Does the party have to be on August 22?**

**No.** While most of the parties will be held on August 22, you are free to hold yours anytime between August 8 and September 5.

**Does Tori know about this?**

**Yes,** and she's very excited about it. She's always been touched by how generous her fans have been to RAINN, and she thinks this is a great way to help the hotline and have some fun. To help us, she is donating signed merchandise, concert tickets, and backstage meetings for the Founding Hosts who raise the most.

**Will Tori know I am a Founding Host?**

**Absolutely.** Every Friday, we will send Tori a list of Founding Hosts and an update on how their event is going. She'll also get a final report to see how every party did. She'll even thank some hosts in person, backstage on her fall tour. If you haven't already, please return your party commitment form as soon as possible so we can add you to the list we send her. And keep us updated on how the planning is going—how much you've raised and cool details about the party. We'll include some of these in the weekly reports to Tori.

**In addition,** after it's all over, we're going to present Tori with a giant birthday card with the name of every single person who contributes \$38 (remember, it's her 38<sup>th</sup> birthday) or more to a birthday party.

**Just how do I get these backstage passes and other Tori stuff?**

**The more you raise for RAINN, the better your chances. Here's the deal.**

**All Founding Hosts who raise \$1085 or more will receive a limited edition memento, signed by Tori.**

**If you raise \$2500 or more, you will receive the limited edition memento, signed by Tori, and two premium tickets from Tori's personal stash to the show of your choice.**

**If you raise \$5000 or more, in addition to the signed memento, you will receive two premium seats from Tori's personal stash to the show of your choice. Before or after the show (depending on the concert schedule), you will both be invited backstage and will meet Tori and the crew. And, if you bring a camera, you'll also get a picture of you and Tori.**

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How'd you come up with \$1085?

That's how much it costs us to run the hotline for 12 hours. And it seemed like a reasonable goal for most people.

There's no way I can raise \$1085. Can I still throw a party?

Yes. Please don't be scared away by that goal. Every dollar you raise is valuable to RAINN. Most of our donors give about \$45, and every dollar helps—really. Please raise whatever you can— we promise to put the money to good use.

Can I raise money in another way?

Sure. What do you have in mind?

What if I get one big donation and don't charge people to come to the party?

OK with us.

What if I donate all the money myself?

OK.

I'm not really the party type. How about if I collect money from my coworkers or get local businesses to put out a collection jar for RAINN?

Sounds good to us. Our ultimate goal is to raise money to keep the hotline operating. Any way you can think of to do that (as long as it is legal and ethical) is ok with us. Money raised in these other ways will still count towards your Founding Host goal.

Can RAINN accept donations from corporations and foundations? How about from foreign citizens?

Yes, RAINN can accept donations from any individual, company or foundation in the world.

Who should they write the check to?

RAINN.

Can they write a check to me and then I'll write a big check to you?

We prefer that each donor write his or her own check directly to RAINN. That way, each donor will be able to take the tax deduction available to RAINN donors.

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Some people paid in cash. What should I do with the money?

Please do not send cash in the mail. We prefer that you send us your check or a money order for the amount of the cash.

My company will donate, but needs RAINN's taxpayer ID number.

Our tax ID number is 52-1886511.

My company needs RAINN to fill out some tax form before they can cut a check.

No problem. Mail or fax us the form (our fax is 202-544-3556 and address is below).

We'll sign and return it to you.

Can people buy tickets or donate by credit card?

Yes— RAINN does have credit card capability. Folks can pay by credit card in any of these three ways:

- 1) They can give or mail the information to you (or your co-hosts). Then you can pass the info to us (by phone, email, mail or fax) and we'll process the cards and give you confirmation that they were approved.
- 2) They can call the RAINN office at 1-800-656-4673, extension three, and give their name, address, and credit card info to our staff. We'll process the donation and email you the donor name and amount. If someone is going to donate by phone, please stress to them they need to press 3 (three) on the main menu when they call our 800 number (so they are routed to our business office instead of a counselor).
- 3) They can donate online. We will be setting up a web page at [www.happybirthdaytori.com](http://www.happybirthdaytori.com) to accept credit cards. Our web folks are a little backed up, so this isn't available yet. But it should be live within the next 10 days.

How are you going to keep track of which donations are for which parties?

Announcing... the Party ID code. Yeah, it sounds a little bureaucratic, but it's the best way we could think of to keep all these parties (and donors) straight. On the front of the folder you received in the mail is your party ID number. Please use this on all emails or calls to RAINN. If people are going to buy tickets by calling RAINN or online, please make sure they have your ID number so we credit the donation to you.

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What happens if a ticket buyer doesn't know (or forgets) my party ID number?

We'll still accept her donation, of course. We'll try to get the location of the party or the name of the host or some other identifying info. And we'll do our best to make sure the donation gets credited to the right party. But to make sure you get credit for all the money you raise, please make sure that all donors have your ID number and include it with their donation.

What's the difference between a donor and a ticket buyer?

Nothing really. Ticket buyers are donors.

Are donations to RAINN tax deductible?

Yes. RAINN is a non-profit organization (also known as a 501(c)(3)). Contributions to RAINN are tax deductible to the extent allowed by law.

I'm a resident of Canada/Japan/Australia/Brazil/Germany or somewhere else outside the US. Are contributions still tax deductible?

That depends on the tax code of your country. Some countries allow deduction of contributions to foreign (US) nonprofits, but others prohibit such deductions. Please check with the tax agency in your country or with an accountant.

Can I get a letter from RAINN so that when I solicit people they know I'm legit?

Yes. We have enclosed a letter of legitimacy in the folder. If a company needs something more personalized, please email us at [rainnmail@aol.com](mailto:rainnmail@aol.com).

Is there a minimum age to be a host or attend a party?

No, we welcome participation by people of all ages. Of course, we expect all hosts and guests to abide by the alcohol laws of their state.

How much are tickets to the parties?

That is up to each party host. Since you're the expert on your friends and community, you're the best person to decide how much to charge. Some parties are charging as little as \$10. Others are charging as much as \$250 a person. We suggest you pick an amount that most of your friends will be comfortable with. If you have a few poor friends, you can always charge them less. If you have a few rich friends, ask them to give more.

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What if I promise to raise \$1085 but come up short?

We send the cops after you. Just kidding. Don't worry— this isn't a legal commitment. Nothing will happen to you if you come up short. All we ask is that you do your best, and do everything possible to meet the fundraising goal.

A friend and I want to jointly hold a house party. If we raise \$10,000, can we get two sets of tickets and backstage passes?

Yes. We'll fulfill the award for each increment of \$5000 (or \$1085 or \$2500) raised. So if you and two friends raise \$15,000, we'll give you three sets of tickets and Tori-time. However, it is up to you and your friends to divide responsibilities and make sure everybody pulls his (or her) weight. Each party will have one primary host—the person who fills out the party commitment form, and who is our main contact. If there is any dispute about who did what, we will take the word of the primary host as final.

Will my party be covered under RAINN's insurance?

No. RAINN does not assume any liability for injuries or anything else.

Where will be big-city blowout parties be held?

We'll know for sure in a few days. The best response we've received is in Boston, Cincinnati, Denver, Miami, DC and all over Michigan.

What makes a big party a big-city blowout?

The fundraising goal for each big-city blowout is \$25,000. Obviously, that's a lot for any single person to raise (if you can raise that much on your own, we'd love to talk to you). But with a committee of people sharing the work, we hope that these goals are attainable in a few big cities.

Will RAINN send thank you letters?

Yes, RAINN will send thank you letters to all donors. This letter will also serve as their receipt for tax purposes. If there's anybody else we should thank (say, somebody who donates food or drink or a great volunteer), please let us know.

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