



DNC WATCH PARTY HOST TOOLKIT

OVERVIEW

Thanks for hosting a DNC watch party with Team Harris! We're so excited for your upcoming watch party. These parties will build our campaign and help us to build the energy we need to carry us through November 5th. This toolkit will include all the resources you will need to make your party the best it can be.

Thanks so much for all that you do! Happy Hosting!

YOUR WATCH PARTY TOOLKIT INCLUDES

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WHY WATCHING THE CONVENTION - AND THROWING A PARTY! - MATTERS

- Finding reliable sources of information can be challenging. Recent polling has revealed that more Americans trust their friends and families to provide accurate information about elections than poll results, the news media, social media, and political campaigns.
- We trust you with sharing why this election matters with your friends and family. Having folks revved up and ready to elect Kamala Harris depends on you reaching out to the people you know and talking to them about why this election is so critical.
- YOU know best how to reach out to 10-15 people you know – and how to discuss the ways that Kamala Harris is fighting for us.



BEFORE YOUR PARTY: PLANNING FOR A FUN NIGHT!

PLANNING YOUR PARTY

- Decide which night(s) of the DNC you would like to host your party.
- Prime time speeches start at **YET TO BE ANNOUNCED**. Invite your guests over at least 30 minutes before they begin.

MAKE YOUR EVENTS UNIQUELY KAMALA

- **Food.** Vice President Harris is known for her love of food - spanning from home cooking to nacho cheese Doritos. Invite guests to bring their favorite dishes as a potluck or incorporate cooking as an activity. Consider making Governor Tim Walz's family recipe for Turkey Trot Hotdish included at the end of this toolkit.
- **Music and dancing.** Make a Kamala-themed playlist with some of her favorite artists. Vice President Harris loves music and dancing. Add an interactive or musical element to your watch party such as dancing to a great playlist before speeches begin.
- **Clothes.** The Vice President is known for wearing oversized blazers, unique jackets, pantsuits, and pearls. Encourage attendees to express their style at your watch party.
- **Creative activities.** Utilize open-ended prompts like a **"This is what a President looks like"** photo wall for people who see themselves in VP Harris or a **"I'm voting for Vice President Harris because ..."** area to add post-it notes for supporters to illustrate what uniquely draws them to our campaign.

CHECKLIST:

- Make sure the event space is ready to go, whether it's your home or another private location
- Create your event in Mobilize and share the link with your guests
- Make sure everyone knows the time and location of your event
- Test out your technology
- If you're providing food, make sure it's prepared and available before people arrive
- Check in with your guests to see if they need anything or have any questions before the event

MAKING YOUR LIST OF INVITES

We start by organizing the people we know best. Even if you *think* your network is small, consider the greater communities you're a part of. Our communities aren't made of just people we talk to on a regular basis. Here's the chance to reach out to the folks in that online book club you've been in for years.

A supporter like you talking to the people in your life is the single most effective way to build excitement for the campaign. Studies have shown that people are 20x more likely to engage with someone they know rather than with campaign cold calls— and convention watch parties are one of the best volunteer events to make that happen. Check out the Resources section for an [invite template](#).



MOBILIZE EVENT SETUP GUIDE

Follow the steps below to create and register your event in Mobilize. You can find the event form [here](#).

- Create your event title: personalize your event with a custom title (e.g. Victor's DNC Watch Party, Denver Friends DNC Watch Party, etc.)

Basic information
Event title *
DNC Watch Party

- Include RSVP details for your guests: here you can include your address, parking information, and anything else you want those who RSVP to know.

Communications
Event contact phone *
Allows The Democratic National Committee and Mobilize to contact you about this event. This number is not shown to supporters.
Additional information for attendees (optional)
Sent to supporters in the event confirmation email.

- Set your event visibility to private: this means event details will only be available to those you share your event link with.

Visibility
<input type="radio"/> Public — Listed on The Democratic National Committee's public feed and on select partner feeds. Anyone can view the event page.
<input checked="" type="radio"/> Private — Only people with a link can view the event page.



- Add a co-host (optional): if you are hosting with a friend, add them here so they can help you manage your event details.
- Invite friends and family: make your list of 10-15 people you'd like to invite and share your event link with them!
 - Make sure to share your custom event link to the friends and family you're inviting to your event so they can RSVP. Confirm your event is "private" in Mobilize so only people you invited can sign up for the event.

**Wisconsin Convention Watch Party:
Marquette County Night 1** Email attendees Edit More ▾

Link
<https://www.mobilize.us/wi2020victory/event/300665/>

Event Campaign
Convention Thursday: Host a Watch Party

Owner
Erik Osmonson
WI 2020 Victory

Approval Status
Approved

Description
Join your friends virtually to watch the final day of the Democratic Convention from the comfort of your own home!
The link to your watch party will be provided after you sign up.



DURING YOUR WATCH PARTY

CHECKLIST:

- Test out your technology one more time before guests arrive
- Finish up any food or drink preparations
- Rearrange any furniture so people have plenty of space to mingle and sit
- Greet your guests with a smile and remember to have fun!
- Have everyone download Reach to share content during the DNC
- Snap a picture and show us the fun you're having
- Share on social media with people you know

AGENDA FOR YOUR WATCH PARTY:

8:30-8:55 PM ET: Greet your guests and welcome them. Give them time to socialize and find a place to sit before the start of the DNC.

8:55-9:00 PM ET: Gather folks around, make sure everyone has Reach downloaded.

9:00-10:30 PM ET: Watch convention remarks!

10:30-10:45 PM ET: End your night by thanking everyone for attending your watch party. Tell everyone about how they can get involved to elect Kamala Harris:

- Join the Reach community and share content with friends and family
- Come with you to your next volunteer shift

10:45-10:55 PM ET: After everyone has left, fill out the survey on Reach for all of your attendees so we know how they are feeling about the upcoming election!

SHARING CONTENT DURING YOUR WATCH PARTY:

Use Reach to receive real-time updates during the DNC and to share content with your friends, family, and other Harris supporters.

DOWNLOAD REACH:

Scan the QR Code to download the Reach app.

Apple:



Android:

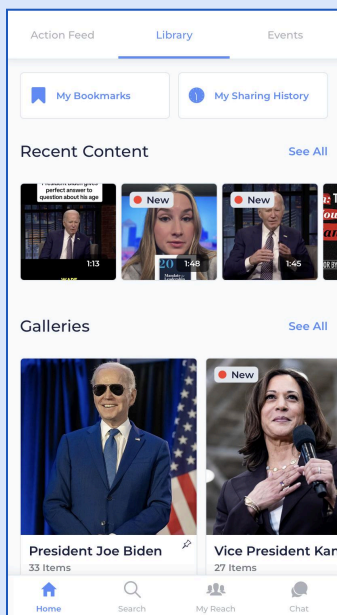


Enter the Campaign Code in the app and tap Join.

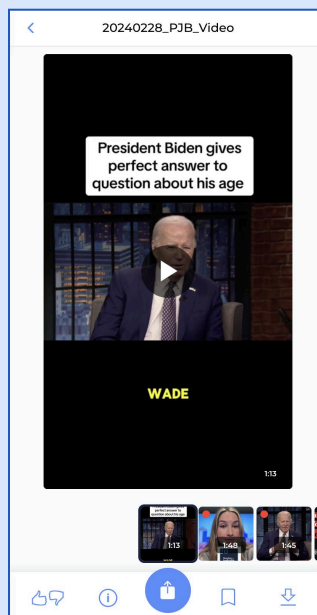
HV3XSK

Select and Share Content:

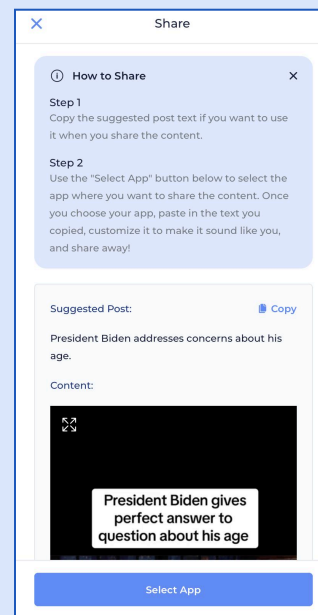
Tap 'Library' and scroll through 'Recent Content'.



Select the content you want to share.



Tap 'Select App' to choose where you want to share content.



AFTER YOUR WATCH PARTY: SHARE HOW YOUR PARTY WENT

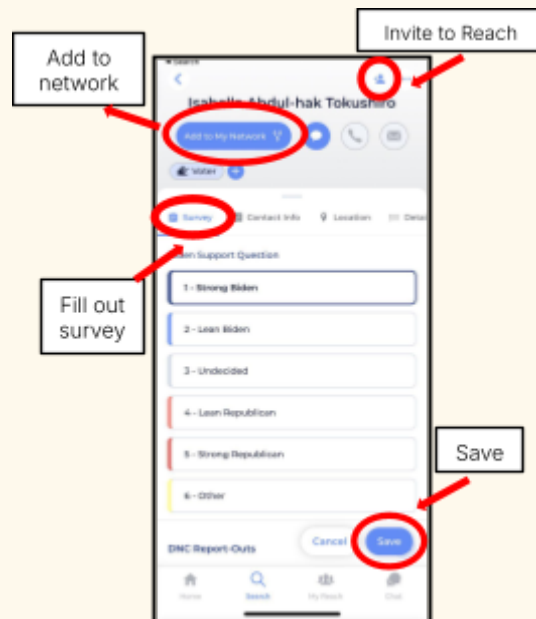
CHECKLIST:

- Send a personal thank you text or email to all your guests
- Add all your guests as contacts on Reach and let us know how they are feeling about Kamala.
- Plan your next event – how do you want to show up for your community this month together?

TELL US HOW IT WENT:

Let us know how your DNC watch party went and how your guests are feeling about the upcoming election!

Use the search tab to find your attendees. If you've already added them to your network, you can find them by going to the My Reach tab and selecting the attendee. Once you're in their profile you can answer the questions about how they're feeling about Kamala and Democrats up and down the ballot!





RESOURCES FOR YOUR WATCH PARTY

SOCIAL MEDIA RESOURCES

TAG US:

We encourage you to share on your social media that you are watching the DNC! Tag us [@TheDemocrats](https://twitter.com/TheDemocrats)

HASHTAGS:

Remember to use this hashtag (and encourage all your watch party guests to use it!) so that we can reshare all your pictures: **#DemConventionWatchParty**

This is the official general hashtag of the Democratic Party: **#DemConvention**

Feel free to use this as well!

PICTURE TAKING PRO-TIPS:

Make sure your pictures show action, a full room, and some smiling faces!



RECRUITMENT EMAIL & TEXT TEMPLATES

Below is a sample email/text template you can use for recruiting your friends and family to attend your event. Be sure to customize all of the parts that are bolded to match your event's details.

Hi NAME,

I am hosting a DNC watch party on **DATE**. It's going to be at LOCATION at TIME. I'd love it if you would be able to join me in celebrating the progress Democrats have made!

You can RSVP here: **[INSERT YOUR MOBILIZE LINK]**

Let me know if you have any questions, but otherwise I hope to see you there!

Best,
YOUR NAME

Below is a sample email/text template you can use for following up with all of your event attendees to thank them afterward. Be sure to customize all of the parts that are bolded to match your event's details.

Hi NAME,

I just wanted to reach out to say thank you so much for coming to my watch party. It was such a great evening and it was great to see you!

I also wanted to make sure you knew about the DNC's volunteer opportunities (that's how I got involved!). To find and even host your own party, you can [click here](#).

For more general volunteer information, you can also head straight to <https://events.democrats.org> and you'll be able to sign up for any virtual or in-person events.

Thanks for joining us. I hope to see you soon!

Best,
YOUR NAME



WATCH PARTY HOST FAQ

Q: How many people should I invite?

A: You should aim to have anywhere from 10-15 people at your watch party.

Q: Who should I invite?

A: This is a private event for friends and family! This is meant for you to have a good time together and discuss what matters most to you.

Q: How do I invite people?

A: Invite your friends and family the way you would invite them to anything else. Use whatever form of communication (text, call, DMs on your personal social media) you normally use with them – and just let us know you did so on Reach.

Q: When should my watch party start?

A: We recommend gathering together with snacks 30 minutes before the DNC begins.

Q: Where can we watch the DNC?

A: Major networks will air the convention. You can also watch on the [DNC's youtube channel](#).

Q: What should people bring?

A: People don't need to bring anything other than their phones and perhaps snacks to share if they like!



SIGN IN SHEET

EVENT NAME _____ EVENT DATE _____

Name	Phone number	Email	Choose how you'd like to participate.
			<input type="checkbox"/> Reach out to people you know <input type="checkbox"/> Host/attend community events <input type="checkbox"/> Share campaign content <input type="checkbox"/> Doorknock for the campaign <input type="checkbox"/> Create campaign content <input type="checkbox"/> Phonebank for the campaign
			<input type="checkbox"/> Reach out to people you know <input type="checkbox"/> Host/attend community events <input type="checkbox"/> Share campaign content <input type="checkbox"/> Doorknock for the campaign <input type="checkbox"/> Create campaign content <input type="checkbox"/> Phonebank for the campaign
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INVITE LIST

NAME: _____

EVENT: _____

First Name	Last Name	Phone Number	How do you reach them?	Invited?	Notes
				<input type="checkbox"/>	
				<input type="checkbox"/>	
				<input type="checkbox"/>	
				<input type="checkbox"/>	
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GOVERNOR TIM WALZ'S TURKEY TROT HOTDISH

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COOK TIME: 45 MINUTES

MAKES A 9-BY-13 INCH HOTDISH

Ingredients:

1 lb of fresh green beans, diced

4 slices of bacon

1 clove of garlic, finely chopped

6 tbsp. butter

5-6 tbsp. flour

2 ½ cups whole milk

½ cup half and half

2 tsp. salt

3 cups shredded sharp cheddar cheese

1 lb ground turkey

½ tsp. sage

1 tsp. pepper

1 egg

1 tbsp. olive oil

½ cup green onions

¼ cup chopped onions

1 ½ cup chopped baby bella mushrooms

1 package tater tots



GOVERNOR TIM WALZ'S TURKEY TROT HOTDISH

COOK TIME: 45 MINUTES

MAKES A 9-BY-13 INCH HOTDISH

Directions:

Preheat oven to 375°F.

Put ground turkey into a medium bowl and mix-in garlic, sage, green onions, egg, pepper, and 1 tsp salt.

Heat olive oil in a 10-inch skillet, and then cook the seasoned turkey mixture at 165°F until well done, then place cooked turkey in a 9-by-13-inch baking dish.

Blanch the green beans in boiling water for 2-3 minutes, then plunging beans into ice water. Once cool, drain completely and gently mix them into baking dish.

Fry the bacon until crispy, then chop into 1/4 inch pieces before adding into baking dish.

Heat 2 tbsp of butter. Once the butter foam subsides, add mushrooms to the melted butter.

Gently stir butter and mushrooms for 4-5 minutes, or for about 2 minutes after browning point. Remove from heat and add to the baking dish.

In a sauce pan, melt remaining butter over medium heat and sprinkle flour into the butter. Let cook for 2 minutes, then slowly whisk in milk and half and half. Cook for 2 more minutes, then add diced onions and salt and pepper. After a minute, stir in 2½ cups of cheese until melted.

Pour cheese mixture over the ingredients in the baking dish. Scatter tater tots and remaining cheese over top of the baking dish.

Bake for 45 minutes or until golden brown.