



Power of our Pride Presidential Town Hall

October 10, 2019

House Party & Partner Watch Party Toolkit

HRC is making history by partnering with CNN, our exclusive broadcast network, to host the largest-ever Democratic Presidential Town Hall devoted to LGBTQ issues on Thursday, October 10 – the eve of National Coming Out Day. We encourage all friends and partners of HRC to host viewing parties for your friends, family, colleagues, HRC members/supporters, and any other guests around this historic event!

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Viewing Party Format & Scheduling

Here are all of the details you need about the framework of hosting a viewing party.

- The Presidential Town Hall will air live on CNN on Thursday, October 10th at 7pm Eastern. Since the Presidential Town Hall will be live, each time zone will have a different start and end time. 7pm Eastern/6pm Central/5pm Mountain/4pm Pacific.
- Tentative Schedule(potentially subject to change if candidates are added):
 - 7pm ET: Businessman Tom Steyer -- moderated by Dana Bash
 - 7:30pm ET: Senator Cory Booker -- moderated by Dana Bash
 - 8pm ET: Fmr. Vice President Joe Biden -- moderated by Anderson Cooper
 - 8:30pm ET: Senator Kamala Harris -- moderated by Anderson Cooper
 - 9pm ET: Senator Elizabeth Warren -- moderated by Chris Cuomo
 - 9:30pm ET: Mayor Pete Buttigieg -- moderated by Chris Cuomo
 - 10pm ET: Fmr. Rep. Beto O'Rourke -- moderated by Don Lemon
 - 10:30pm ET Senator Amy Klobuchar -- moderated by Don Lemon
 - 11pm ET: Fmr. Secretary Julián Castro -- moderated by Anderson Cooper
- **The start time of your watch party is up to you**, based on capacity and local airtime in your community.
 - If you do want to start as the Presidential Town Hall begins live, we suggest the event starts 30 minutes before to allow guests to have time to comfortably arrive.
- Keep in mind.... The Town Hall will last several hours, and will include commercial breaks. Obviously, you may not be able to accommodate guests throughout the duration of the Town Hall, so keep that in mind when you make the RSVP page and invite friends. We recommend setting aside at least three hours to catch most of the candidates.
- We suggest having 10-25 guests, but it can be smaller or bigger, just depends on your space!
- HRC can arrange to ship you a small package of branding, literature, Equality Act postcards, and freebies (bumper stickers, mini-flags, etc.) for your guests depending on availability.
 - Set-up a table in the living room or wherever you are airing CNN to place all of these materials or scatter the HRC branding throughout your home to make it decorated.
- We suggest having a food table or lining your bar with hors d'oeuvres (mini-sandwiches, cheese and crackers, etc.) and drinks—or making it a potluck and having every guest bring something.
- Open your viewing party with short remarks about what HRC is and why it personally matters to you, and then explain the importance of the Presidential Town Hall. You will be provided a list of talking points before the event.
- During commercials, guests can mingle or play sample activities provided in your shipment.
- Close the event with a short “thank you” and reminder to donate to/get involved with HRC.
- After the event ends, send all of your guests an email to thank them for attending, add pictures, and include the Crowdrise donation link: hrc.im/townhalldonation.
 - Remember to take photos, which you can also share on your social media!
- Please remember that, due to limited resources, HRC cannot reimburse you or provide funding for costs related to your viewing party. However, the small Presidential Town Hall viewing party shipment we'll send you is complimentary!

Marketing Your Event & Collecting Donations

Here are best practices and the ins and outs of how you should market your Presidential Town Hall viewing party.

- If you're opening up your Viewing Party to the public, to encourage attendance, make social media posts, write emails, send texts, and do outreach to your friends, family, colleagues, fellow HRC members/supporters, and anyone else you are interested in attending.
 - Here is sample FB language:
 - Join my viewing party on October 10 for the HRC Foundation's historic "Power of Our Pride" presidential town hall to discuss the important issues facing LGBTQ people, airing exclusively on CNN! RSVP, here:
<https://www.hrc.org/blog/hrc-announces-cnn-as-exclusive-broadcast-partner-of-historic-2020-presidential-town-hall>
- HRC can help you promote your watch party only if you've set up your event through our link and set it to public. See the next section for more detail on how to set up a page.
 - When you create your page, you'll have the option of having your event listed publicly. If you opt into this, we will promote the event on our Watch Party landing page at hrc.im/townhallwatchparties as well as in communications to local HRC members and supporters.
 - If you choose to collect RSVPs more informally, you can create a FB event, email your guests to RSVP by text or email, or use whatever method works for you.
 - We encourage all of your guests to complete one of the "Equality Act" postcards we'll send you in advance of your event.
- Please ask your guests to make at least a \$10 donation on the HRC Presidential Town Hall Watch Party page on Crowdrise (hrc.im/townhalldonation) to support our work— this donation includes a membership or membership renewal to HRC.

Setting Up and Using HRC's Event RSVP Page

Setting up an event through our Viewing Party page means we can help you promote your event, as well as troubleshoot questions from attendees and follow up with specific information on the forum and getting active in your community for LGBTQ equality.

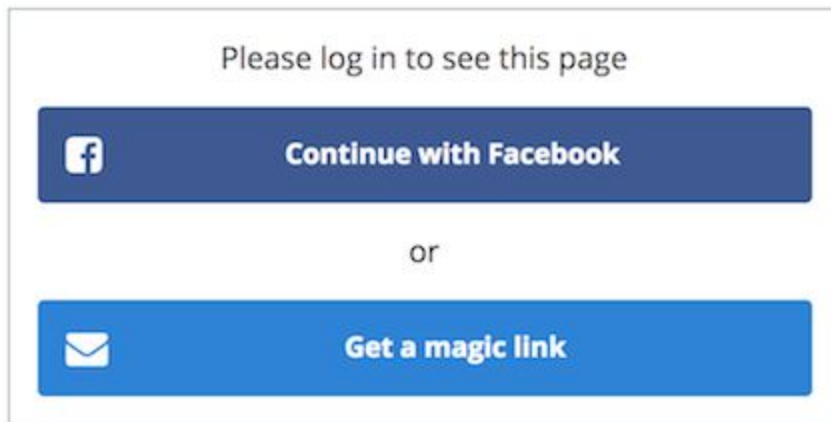
Get Started Setting Up a Watch Party Event

- 1) To get started, you can create your volunteer or partner hosted watch party event by clicking through this link: mobilize.us/hrc/event/create/
- 2) Once you have arrived on the 'Host an Event' form, you can fill out the fields with your event information, and hit submit. The event will be sent to HRC staff who will work to review, edit(if necessary), and approve your event before it is live -- either public or private.

Note: Events will not be published to HRC's events feed without being reviewed and approved by HRC staff. As host, you will get an email notifying you when your event has been approved or declined.

Logging in to the Volunteer Dashboard

- 3) Once you submit an event for approval, you are prompted to verify your email. Once you confirm your email or login with Facebook from the event creation form, you will be taken to the volunteer dashboard.



- 4) The verification process also gives you access to view your event in the volunteer version of the Dashboard. For future access to your dashboard, you can navigate to mobilize.us/dashboard. If you're logged out, you have the option of logging in via Facebook or email.
- 5) Once you log in to your Mobilize Dashboard, you will only see the Events section, populated with only the events you have created and the associated approval status. Unpublished events have NOT yet been approved by an Admin while Published events HAVE been approved.

Upcoming		Past	
Name	Status	Next time	Actions
Debate Watch Party	Unpublished ⓘ	3/11/19, 6:30pm	▼
Debate Watch Party	Approved	3/14/19, 6:00pm	<ul style="list-style-type: none"> View published event Edit event View signups Delete

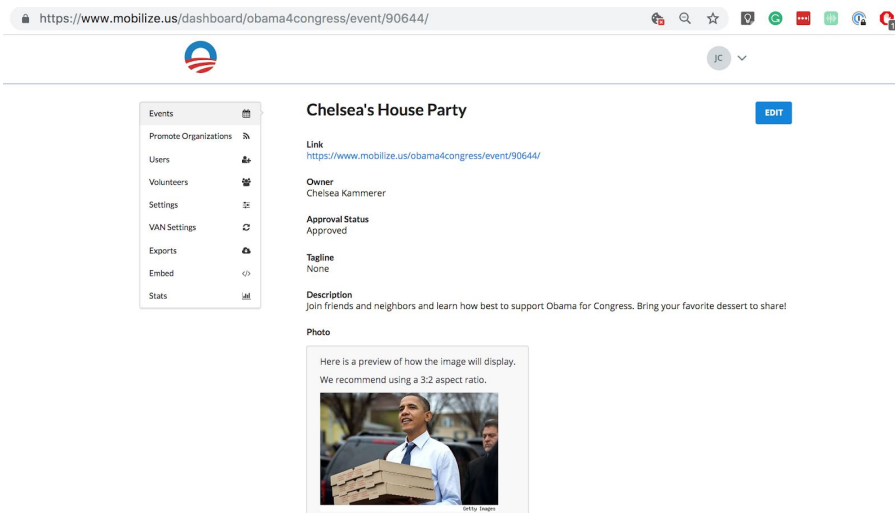
- 6) From the Volunteer Dashboard, hosts can edit their event, delete their event, [manage email notifications](#) and create new events. Hosts that have not yet been *trusted* can only edit time, date and location.
- 7) Once the volunteer-created event has been approved and people start signing up, Volunteer Dashboard users are able to view a list of attendees by clicking the hyperlinked name of the event from their Dashboard. Like other Dashboard users, you then have the option to export a csv of event attendees or view attendees by shift.

Recruit for Your Event (Publicly or Privately Listed)

- 8) If your event is public, HRC will post it to our main events page at HRC.org and it will appear on our website in searches for events near you. If private, only those with your specific event link will be able to find and RSVP for the event which means you should consider emailing or texting it to friends you want to come.

After the Watch Party -- Let us know who came!

- 9) The next step is to **record volunteer attendance**. It's important for us to know who made it to the event and who did not, so we can follow up with them about opportunities to get involved in 2020! Head to your [dashboard](#) and click on your event. You'll see the full details of your event, like this:



- 10) Scroll to the bottom of this page, where you'll see the Shifts and Signups section. Click on the time of your event
- 11) Now you can see the contact information for your attendees and make changes to their statuses.

Shifts and Signups [?](#)

The data below reflects signups driven to this event from the event creating organization and other promoting organizations.

[EXPORT SIGNUPS](#)

[RE-SYNC TO VAN](#)

Date	Time	Registered	Confirmed	Completed	Shift Ratings
Sat 5/4/19	2:00pm - 4:00pm EDT	3	0	0	—% positive (0 total)
Total		3	0	0	—% positive (0 total)

- 12) When you record attendance, start here and change the status of anyone who has attended the event to Completed and anyone who did not show up to No-Show

Canvass for Barack

Saturday, 3/9/2019, 12:30pm - 3:00pm EST

Shift ratings

100% positive (1 total)

Volunteers

[+ NEW SIGNUP](#)

All Attendance Unknown Completed No-show Cancelled

Jess Matthews 646-7135 jess+demo@mobilizeamerica.io Completed

- 13) If you had attendees who are not listed, that's great! We want to make sure we have their information. Click New Signup on this page

Shift Details

Canvass for Barack

Saturday, 3/9/2019, 12:30pm - 3:00pm EST

Shift ratings

100% positive (1 total)

Volunteers

+ NEW SIGNUP

All

Attendance Unknown

Completed

No-show

Cancelled

- 14) This will create a box where you can add the attendee's information. Be sure to set their Status as Completed if you're entering this information after the event!

Requesting HRC-Provided Materials

Here are the items that HRC can work to provide for your small viewing party shipment that will arrive the week of the event. Keep in mind, we will do our best to provide these materials, but we cannot guarantee availability. Work with staff who can help provide downloadable paper materials for printing as well. Email field@hrc.org with any questions.

- Supporter cards
- HRC bumper stickers
- Mini-flags
- HRC Publications
- Talking points
- Sample activities for commercial breaks or during the Presidential Town Hall

Things to Remember

- If you have any questions, reply to the HRC Staffer who sent you this toolkit or email field@hrc.org
- ***HRC has not made an endorsement in the Primary***, so we are hoping you and viewers will take the opportunity to learn more about the issues facing the LGBTQ community and determine which pro-equality candidate is right for you!
- Consider partnering with local Democratic, LGBTQ, or other progressive groups who can help host, organize refreshments, and take the opportunity to meet others in the community who care about equality.
- Market your viewing party to your friends, family, colleagues, fellow members/supporters, etc! Email, Facebook, and Text is the easiest way to go.

Thank you for making history with HRC by hosting a viewing party for the HRCF Presidential Town Hall! Please reach out to your C&O partner if you have ideas, comments, or questions.

We look forward to working with you on this exciting event!