

# OUTREACH EVENT PLANNING GUIDE FOR ORGANIZERS

*This event planner will enable you to: plan your outreach event, facilitate discussion of campaign platform issues, guide people toward volunteer opportunities and support those individuals interested in event organizing.*

## PRE-EVENT PLANNING . . .

- Decide on a date/time and venue location for your event approximate 1-3 weeks in advance. Call the venue to determine available seating for number of event attendees. Suggested venues include: library or community center meeting room, restaurant, coffeeshop, residential house, etc....
- Implement Marketing/Promotion Strategies to publicize your event. (See Section 3a)

## AT THE EVENT . . .

- Welcome/opening statement: Thank people for attending, state importance of citizen involvement in campaign
- Sign-in: Pass around **sign-in sheet**, ask for emails.
- Introductions: Have people go around and say their name, town & why they became interested in the campaign.
- Campaign Goals: Meet & talk with potential supporters, register new voters before primary deadlines, connect with political leaders, & develop supporters into active long-term volunteers to support this political revolution.

## SECTION 1 ... DISCUSS THE ISSUES *\*Items in bolded text can be found in the resources section.*

- Hand out **info card packets**. Allow 3-5 minutes for reading.
- Designate pairs or small groups (3-4 people). Allow 10-15 minutes to discuss the following:
  - An issue you support strongly or with which you are most familiar;*
  - An issue you don't/somewhat support or with which you are least familiar.*
- Discuss **Engaging with Supporters**
- Discuss website, **www.feelthebern.org**, for more detailed info about campaign issues.

## SECTION 2 ... GET INVOLVED & CONNECTED *\*Items in bolded text can be found in the resources section.*

- Register: Hand out **voter registration cards**. Review primary voting registration deadlines.
- Phonebank: Hand out **phonebank cards**. Direct people to the webpage links.
- Websites: Discuss **Official campaign site, state website & e-newsletter** (if applicable).
- Districts: Show **Map of state districts, district or local coordinators' emails**.
- Connect Online: Encourage people to join **online communities** to connect with your state's volunteers.
- Merchandise: Mention the purchase of official campaign merchandise at **store.berniesanders.com**.
- Events: Discuss upcoming events. Hand out **local events flyer**. Indicate map website (map.berniesanders.com) ... to find local events near you & post your own events.
- Optional: Hand out **Bernie Sanders for POTUS flyers** for people to post in their local area.

## SECTION 3 ... ORGANIZE EVENTS *\*Items in bolded text can be found in the resources section.*

- Explain examples of events: tabling, canvass, phone banking, info session, social mixers, debate watch, etc...
- Brainstorm ideas for events. Allow 3-5 minutes to pair-share with a partner or small group.
- Complete **event creation cards**. Share in larger group (if time).
- Suggest upcoming public outreach event opportunities or contacting local outreach coordinator for more info.
- Review **marketing & promotion strategies** (below) for attracting people to events.

### **Section 3a ... Marketing & Promotion Strategies for Events**

- Post event on the official website: [www.berniesanders.com](http://www.berniesanders.com) > Events
- Ask district event coordinator to post event on state Facebook page  
... Share the event in other FB groups, invite FB friends to attend, ask FB event attendees to share.
- Share on other social media sites such as [meetup.com](https://www.meetup.com), [twitter](https://twitter.com), [Instagram](https://www.instagram.com), [reddit](https://www.reddit.com), etc...
- Create & post a flyer for your event.
- Post a sign or flyer at the venue location.
- List event in local print or online listings.

### **RESOURCES**

- Sign-in Sheet
  
- Campaign Issues Info Cards (with [feelthebern.org](http://feelthebern.org) website link)
- Engaging with Supporters Info Document
  
- Voter Registration Cards
- Phonebank Training Cards
- Connect with Your Team Flyer  
... Campaign websites, districts, contact info, online communities, Bernie sanders store, etc ...
- Local Events Flyer
- Bernie Sanders for POTUS Flyer
  
- Event Creation Cards
- Promotional Flyer Template for Events
  
- Feedback/Evaluation Cards