

Hosting an Organizing Summer Event

This Organizing Summer, our top priority is uniting communities to take action and hold Republicans accountable for their unpopular and out-of-touch agenda.

No two communities are exactly alike — and neither are the events we organize. Whether you're planning a town hall, a visibility event, or a local meet-up, this guide will walk you through best practices to help you plan, execute, and maximize the impact of your event.

[REGISTER YOUR EVENT](#)

EVENT HOST GUIDE:

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Section 1: Getting Started and Event ideas

Start with your “why”

Organizing Summer is about organizing with purpose. What issues are most urgent in your community? What harmful actions by Republicans need to be called out? Let that guide the event you choose to host.

Below are suggested event types based on our national programming plan. You can tailor any of these to your local context, just focus on bringing people together and taking action.

[Step 1: Define Your Goals](#)

Start by answering a few core questions:

- What is the purpose of this event? (e.g., recruit volunteers, share stories, pressure a specific Republican)
- What action do I want attendees to take by the end?
- How will this event help build momentum over the summer?

Set one or two clear goals. Example: "I want to recruit 5 new volunteers and collect 3 stories we can share."

Event ideas include:

Event Type	Purpose
<u>Community Strategy Meeting</u> - this is a great one to start with!	Host a local planning session with other volunteers to map out your accountability goals. Use it to share updates, recruit new leaders, and align your next steps.
Visibility Action	Organize a sign-waving/protest event, banner drop, to hold a Republican accountable.
Call, Email, and Letter-Writing Party	Host an action hour where attendees call, email, or write letters to their Republican representatives about key issues. We can provide guidance and links to make calls!
Republican Office Visits	Organize a coordinated group visit to your local Republican representative's office. Share your concerns and deliver a letter or petition from your community.
Storytelling Event	Create space for people to share how GOP policies have affected them or their community. Record stories (with permission) to amplify on social media, share with media, etc.
Service Events	Support a local organization, such as a food bank or health care organization with a food or resources drive to bring awareness to the effects of cuts to Food Assistance and Health Care.

You don't have to do it all. Pick the event that makes the most sense for your community, and go from there. What matters most is showing up, speaking out, and bringing others along with you.

Section 2: Planning Your Event

Step 1: Choose Your Format, Date & Time

Choose your format:

Will this be in-person, virtual, or hybrid? Let your **audience** and **event type** guide the choice. For example:

- A strategy meeting works well in person.
- A social media action or training can be hosted over Zoom.
- A storytelling event might benefit from both in-person connection and digital reach.

Pick a date and time:

- Avoid holidays and peak travel periods.
- Weeknights or weekend afternoons tend to draw the best attendance.
- Give yourself at least 10–14 days to prepare and promote.

Coordinate with partners: *If you're working with another local group or Democratic organizations, loop them in early to align calendars and resources.*

Step 2: Secure a Location or Platform

For **in-person** events:

- Consider public libraries, community centers, coffee shops, or someone's living room.
- Make sure it's accessible (ADA-compliant, safe, and near transit if possible).
- If outdoors, have a rain plan.

For **virtual** events:

- Set up a Zoom or Google Meet link in advance.
- Learn how to use breakout rooms, screen sharing, and mute controls.
- Share tech access instructions clearly with attendees.

Step 3: Register Your Event on our Organizing Summer Page

To make your event official, and easy to find for others in your area, be sure to list it on our national Organizing Summer event page. This helps our team support you, gives your event more visibility, and lets attendees RSVP directly.

Why list your event?

- [If it is Public] It will be included on the national Organizing Summer map.

- You'll get access to an **event host dashboard** where you can manage RSVPs and send messages to attendees.
- Our team can **promote your event** through emails, texts, and social media when possible.
- You and your attendees will receive automatic reminders for the event!

How to list your event:

1. [Visit our Organizing Summer Event Registration Form here.](#)
2. Fill out the event details:
 - Title: Make it clear and inviting (e.g., "Charlotte Community Strategy Meeting: Holding Rep. Budd Accountable")
 - Event Type (In-Person or Virtual)
 - Date, time, and location
 - i. *The location will be private until your attendees register.*
 - Brief description of the event and what attendees should expect
 - Any directions you want your attendees to receive. This should include:
 - i. Any materials they may need to bring
 - ii. [If in-person] Arrival instructions, parking, etc.
 - Agree to our event hosting rules!
3. Once submitted, you will receive an email to confirm your event. From here, you will receive a link to your Event Dashboard. Save this email and link!

Managing your event listing:

THE ACCOUNTABILITY SUMMER

Organize with the Democrats: The Network Strategy

Training

N/A

Event Details ()

This is a virtual event hosted on Zoom

Global Virtual Event

When: Tuesday, May 6, 6:00 PM Eastern time (event is now over)

To connect: Join us on zoom here: <https://democrats.zoom.us/j/99765243771?pwd=Jxh5yX0ES5DKmDX5DajHoCJh6n3p1d1>

Note to attendees: Thank you for signing up for our Organize with the Democrats: The Network Strategy training.

Please join us on Zoom at the start time here: <https://democrats.zoom.us/j/99765243771?pwd=Jxh5yX0ES5DKmDX5DajHoCJh6n3p1d1>

The training will run approximately 1 hour.

Manage Event

Logged in as a manager

N/A

Edit event details

Email attendees

Add Attendees

Cancel event

Log out

Attendees (187 total)

<input type="checkbox"/>	Name	Phone	Attended
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This is your *Event Dashboard!* Here, you can edit the event details, manage and email your attendees, and get the link to share your event. **Once you see this page, you are ready to start recruiting attendees!**

Step 3: Build Your Team

No organizer does it alone! **Recruit friends, fellow volunteers, or new contacts** to help run the event:

- **Identify a Co-host:** Find someone you trust to help guide the event and share some of the responsibility!
- **Share the event with aligned organizations:** You likely have partner organizations in your community who are aligned with the goals of your event. Reach out and see if they want to partner on it! This can be anything from completely sharing the responsibility of the event, to simply sharing it with their members or network.
- **Some other potential volunteer leadership roles to help share the responsibility:**
 - **Snack Captain:** Put someone in charge of providing snacks, waters, food, or any other comfort needs!
 - **Recruitment Captain:** Identify someone to help spread the word with your community about the event.
 - **Training Lead:** If you are running an event that requires training supporters on a tactic, identify someone you believe would be a good

public speaker or trainer to leader on it!

Pro tip: *Assign roles early so everyone knows their responsibilities and feels invested.*

Section 3: Inviting Attendees

Getting people to your event is one of the most important parts of hosting. Whether you're gathering a small group or filling a room, effective outreach will help ensure your event has the energy, participation, and impact you're aiming for.

This section will walk you through how to build your invite list, spread the word, and follow up to boost turnout.

Step 1: Start with Your Circles

Your personal network is the strongest starting point. People are much more likely to show up when they hear directly from someone they know.

- Make a list of friends, coworkers, neighbors, classmates, local activists, and family who care about the issues.
- Think about community spaces you're part of: book clubs, church groups, sports teams, group chats.
- Don't assume people aren't interested, reach out personally and make the invitation clear and easy to accept.

Pro-tip: For every person who says yes, ask them to invite 2 or 3 friends to join them. This is an easy way to double your attendance!

Step 2: Beginning Outreach

The most effective invitations are direct, personal, and one-on-one.

Some tips as you start to invite people to your event:

- Texts, phone calls, or DMs are better than a mass post.
- Mention **why** you're hosting this event and **why it matters now**.
- Make it easy: include the date, time, location, and RSVP link from ActionKit.
- Invite people in the places you already naturally communicate. If you text regularly, send them a text! If email is the norm, send them an email!

Use your own words! If you need help crafting the invite, here's a template to start from:

Hey! I'm hosting an Organizing Summer event next [day] to take action against [Rep. NAME]'s recent vote to [unpopular policy]. I want to bring some people together to see how we can be most effective. It's casual, and it will just be about an hour or so. Will you join? Here's the RSVP link: [Event Link]



Step 3: Tap Into Social and Community Networks

Once you've reached out personally, use your public channels to spread the word.

- Post on **Instagram, Twitter/X, Facebook, and TikTok** or wherever your network primarily exists
- If your state or local party has social accounts, ask them to share your event.

Go beyond your circles by plugging into community spaces:

- Ask local advocacy groups or neighborhood associations to **forward your invite**.
- Post on local **Facebook Groups, Nextdoor, Slack communities, or Reddit threads**.
- Drop flyers or posters at coffee shops, libraries, or co-working spaces (where allowed).
- Partner with other local activists or groups to co-host and amplify.

Pro tip: *Mention your event during other meetings or calls you're already part of, word of mouth goes a long way!*



Step 5: Send Reminders

Even people with good intentions forget—follow-up is critical! Check in with your attendees using multiple methods to confirm their attendance, and make sure they remember!

- Attempt to confirm their attendance through at least two methods, for instance a phone call and a text, a text and an email, or a phone call and social media dm.
- Send a reminder **two days before** the event and again **the morning of**.
- ActionKit allows you to message RSVPs directly from your event host dashboard via email!

Sample Reminder Text:

I can't wait to see you at the Organizing Summer event tomorrow! We'll start at [Time] at [Location/Link] and take real action together. Let me know if you need anything! 🌟

Section 4: Running an Effective Event

The best events are intentional, energizing, and action-oriented. Whether you're gathering five people or fifty, this section will help you run a successful event that moves people from concern to action.

We've included tips for any format, along with specific examples to guide you through hosting key types of Organizing Summer events.

★ Core Elements of Any Effective Event

Purpose: Be clear about *why* people are here and *what* you're hoping to achieve.

People: Create a welcoming, inclusive space where people feel seen and safe.

Participation: Don't just talk at people—give them something meaningful to do or say.

Action: Drive toward an impactful, concrete step attendees can take.

Next Step: Keep momentum going with a clear invitation to stay involved.

Example: Accountability Strategy Meeting

Purpose: Make a plan about the most effective way to hold Republicans accountable in

your community

Brief Agenda/Event Flow:

- **Kick off with a welcome**
 - Introduce yourself, let folks chat and get to know each other
- **Provide a brief overview of what GOP reps are doing in your area.**
 - Did they vote for the budget bill to gut Medicaid and Food Assistance?
 - Are they supporting cuts to the federal workforce that are effecting your community?
 - Are there specific Republicans who need the most attention?
- **Break into small groups to brainstorm goals and potential actions:**
 - Who are you trying to reach?
 - What tactics will work in your community?
 - Who's in the community? What issues affect them the most?
- **Share ideas out and document them.**
 - Use a whiteboard, poster paper, or a shared document to track ideas.
- **Make a plan, together.**
 - Decide together what the best course of action is.
 - Plan another upcoming event based on what you all come up with.
- **Assign next steps:**
 - Who's doing what for the event?
 - Tap everyone in to help spread the word and recruit!

Pro Tips: *Use a whiteboard, poster paper, or shared doc to track ideas. If in-person: bring snacks or coffee to make it feel approachable and casual.*

Example: Visibility Action

Purpose: Show public opposition in a highly visible and energetic way.

Flow:

- Start at an off-site location to make signs, banners, etc!
 - Welcome folks and give a quick overview of the target: who they are and what they've done.
 - Share the plan: making posters, banners, staging a protest, or dropping

visuals in high-traffic areas.

- Provide supplies: markers, poster board, paint, zip ties, chalk, etc.
- Review safety precautions such as staying out of the road, not engaging with opposition, etc.
- Move to the location for the visibility event:
 - A busy (but safe!) intersection
 - Outside the Republican's office
- Capture content! Take photos/videos and tag state/local accounts. Encourage all attendees to do the same and share them online.
- *Pro-tips: Keep it legal and safe—don't block roads or private buildings. Have a press or social media lead to coordinate visuals and coverage.*

Example: Republican Office Visit

Purpose: Deliver your message face-to-face (or via staff) at your GOP rep's local office.

Flow:

- Meet up beforehand to review your message and materials.
- Choose 1–2 people to be lead speakers. Others can deliver written letters or petitions.
- Be polite but firm—this is your community's voice.
- Take a photo outside afterward and share what happened with your networks.
- Debrief: What went well? What should we do next?

Pro Tips:

- Call ahead to ask when staff will be available to receive visitors.
- Dress neatly and keep your tone grounded in community concern.

Community Service Event

Purpose: Build goodwill and demonstrate Democratic values of care and responsibility.

Ideas:

- Partner with a local mutual aid group for a food drive or cleanup
- Set up a donation drive for abortion funds or voting access orgs
- Include short remarks about how GOP policies are harming the people you're serving

Agenda/Flow:

- **Welcome & Framing**
 - Introduce yourself and thank participants.
 - Share why this service matters—connect it to Republican accountability and Democratic values of community care.
 - (Optional) Invite a local partner or impacted community member to speak briefly.
- **Service Activity**
 - Engage in the activity: sorting donations, packing care kits, park cleanup, etc.
 - Encourage conversation and connection.
 - Document the event with photos or video.
- **Debrief and Wrap-up**
 - Invite attendees to reflect on what they've learned or why they joined.
 - Make the connection to political action.
 - Thank everyone for their time and effort.
 - Offer clear next steps: invite them to your next visibility event, accountability action, or planning meeting.

Tips: These can draw in folks who are less political—use them to build relationships and gently move people to more direct action.

Section 5: Effectively Following Up

Hosting an event is just the beginning. The most powerful organizing happens *after* the event—when you follow up with attendees, build relationships, and move them into ongoing action. This section walks you through how to effectively follow up after your event to grow your organizing network and increase your community's impact.

Step 1: Debrief Your Event

Take 10–15 minutes within 24 hours of your event to reflect:

- What went well?
- What could be improved next time?
- What kind of conversations or energy did you notice in the room?
- Which attendees showed leadership or interest in doing more?

Use these reflections to guide your next steps and improve future events.

Step 2: Follow Up With Attendees Within 48 Hours

Send a thank-you message to everyone who attended. Include:

- A **genuine thank you** for showing up and making an impact
- A **recap** of what you all accomplished (e.g., “We reached 45 people and planned two more actions!”)
- A **clear next step**, such as:
 - Attending your next event
 - Reminding them of their responsibilities in organizing your next event
 - Joining a team chat or digital community
 - Becoming a co-host or partner for a future event

Sample Follow-Up Email:

Subject: Thank You + What’s Next

Hi [First Name],

Thank you so much for joining our Organizing Summer [event name] on [date]!

Together, we [short summary of what you did]. This is what people-powered organizing looks like.

We’re just getting started—our next event is [details of upcoming event or action], and I’d love to see you there.

Here’s where you can sign up:

If you're interested in helping host, lead, or spread the word, reply here!

In solidarity,
[Your name]

Pro-tip: If achievable, make these personal. Give attendees a call, send them a direct text, etc. Don't just do a mass email!

Step 3: Track Your Contacts and Interest

Keep a list of:

- Who attended
- Who expressed interest in helping more
- What follow-up action you sent
- Notes about their skills, interests, or stories

If you're using ActionKit, make sure attendees are tagged as completing the event, so you can email them through ActionKit as well!

Step 4: Plan Your Next Event or Action

Build on the energy of your last event! Keep your group engaged by inviting them to:

- A **strategy session** to debrief and plan your next action
- A **visibility or protest event**
- A **leadership training** to develop their skills
- A **social gathering or storytelling circle** to deepen connections

Consistency builds community. Aim to stay in touch at least weekly with your local network—through events, updates, or informal chats.

Step 5: Share the Story of Your Event

Stories inspire others to take action. Use photos, videos, quotes, or short summaries to:

- Post on social media and tag @TheDemocrats
 - Share with us in Discord! We want to hear about how it went. Hearing a positive account of others' events is the best way we can drive more folks to get involved.
 - Submit to your regional organizer or DNC staff contact.
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Frequently Asked Questions

? I've never hosted an event before. Can I really do this?

Yes, you absolutely can! This guide is designed to walk you through every step. You don't need to be a political expert—just someone who cares about your community and wants to hold Republicans accountable. We'll give you the tools, and you bring the energy.

? Do I need permission to host an event?

Nope! As long as you're following local laws and using public or accessible community spaces, you're good to go. If you're unsure, reach out to your regional organizer or local partner group.

? Where should I host my event?

Think about spaces where people already gather or feel comfortable. Great options include:

- Local libraries or community centers
- Coffee shops or bookstores
- Public parks
- Living rooms, backyards, or porches
- Places of worship or union halls
- Online (Zoom or similar platform)

Choose a space that's accessible and easy to find!

? How do I get people to show up?

Start with your own network! Invite friends, coworkers, neighbors, faith or social groups—people you already know and trust. Then:

- Text or call them directly
- Ask others to co-host and bring a few friends
- Share your ActionKit link far and wide

It's okay to start small—five committed people is more than enough to make a difference.

? What if people ask me questions I can't answer?

That's okay! You're not expected to have all the answers. Try saying:

"That's a great question—I'm not sure, but I'll find out and get back to you."

Then reach out to your regional point of contact or the DNC organizing team for support via Discord or email.

? Can I co-host with another group?

Yes! In fact, we encourage it. Partnering with local organizations, issue-based groups, campus orgs, or community leaders strengthens your turnout and impact. Just be sure your goals align with the Accountability Summer message.

? What if my event is small?

That's totally fine! Some of the most meaningful organizing happens in small groups. What matters is that people show up, take action, and leave ready to do more. Every

conversation counts.

More Resources

Event Planning Checklist: Your go-to roadmap for planning and running an event—from picking a date to following up with attendees. Use this to stay on track and reduce stress at every step.

ActionKit Event Hosting Guide: This step-by-step guide will walk you through how to set up, manage, and promote your event on ActionKit—our official platform for volunteer-hosted events. It's how we'll help people find your event and stay in touch.

Join the DNC Organizing Discord: Connect with other event hosts across the country, share ideas, ask questions, and get real-time support from DNC staff and experienced volunteers.

