



DEBATE WATCH PARTY GUIDE

THURS, SEPTEMBER 12, 2019 - 8PM ET

Watch parties (and house parties) are a great way to gather supporters and potential supporters to talk about the campaign and organize your own local Team Julián. You can use this opportunity to kick off organizing your community to spread the word across the country about Julián, his story, and his people first vision for the future!

To plan for what comes next, check out organizing.julianforthefuture.com

ONE WEEK OUT CHECKLIST

- Decide on your location and time. If you can't host at your place, consider local businesses or community meeting space. The debate starts at 8 pm ET, but we encourage you to invite people to come over at least 30 minutes before so folks can get settled and you can have time for people to meet each other.
- Post your event on juliancastro.com/events! You can post events to our events page by going to julianforthefuture.com/events and clicking 'Host an event.' After you post your event, we will approve it on our end.

Note: if you make your event public, folks you may not know may find the event link and join you. This is a great way to meet other supporters in your community, but if you'd rather keep it to people you know, mark the event as private. If you have any questions or issues posting your event, email us at organizing@julianforthefuture.com.

- Plan your ask for everyone after the debate. How will you capture the excitement and momentum from the debate?
- Check out the organizing resource hub at organizing.juliancastro.com, there you can find the resources on how to organize your community and form your own Team Julián.
- You can also ask everyone to pull out their phones and donate by texting DEBATE to 45300 or juliancastro.com/donate
- Invite your friends, family and community.
- Set a goal for how many people you want to attend. But remember, not everyone you invite will be able to attend. PRO TIP: To hit your goal, invite about double the number of attendees you actually want to show up.
- You can invite your family, friends, work colleagues, people you know through civic or community groups, members of your religious community, and your neighbors. Cast a wide net to ensure you reach everyone who could become a supporter.
- Use the event link you created -- this way they will be connected to the campaign and we can reach out to them about future events and updates from the campaign!

DAY BEFORE YOUR WATCH PARTY (WEDNESDAY)

- Send confirmation texts. This is also a great time to ask people to bring some snacks and invite anyone else they'd like to join! People who signed up on the event link will also get an automatic confirmation email.
- Print out sign in sheets or make your own -- be sure to include a space for email and phone number so you and the campaign can follow up with attendees!
- Check your technology. If you're planning on live streaming, make sure you have everything you need to stream ABC.

DAY OF YOUR WATCH PARTY (THURSDAY)

- Set up your TV / live stream before people arrive -- but keep on mute until it begins so folks can visit with each other.
- Welcome and sign in your guests as they arrive. We use the sign in information to keep in touch with them about updates from the campaign, upcoming events, and to invite them to volunteer, too!
- Take photos and share on Twitter, Facebook and Instagram using #Castro2020 and #TeamJulián. This extends the reach of your debate party beyond your living room - you are an important part of showing the country the grassroots enthusiasm for Julián across the country.
- Ask undecided attendees to commit to vote for Julián

SAMPLE AGENDA:

7:30 pm ET -- people arrive and sign in

7:40 pm ET -- welcome and introductions

Welcome guests, introduce yourself, and give a brief background on why you support Julián

If you have a smaller group ask everyone to introduce themselves and why they joined tonight

Make sure everyone has signed in

Preview your ask (forming your Team Julián and contributing to the campaign)

8 pm ET -- debate begins!

DURING COMMERCIALS

- Take this time to discuss the issues being addressed
- Weigh in on social media using the hashtag #Castro2020
- After the debate, make your asks!
- Ask people to commit to vote for Julián
- Make a plan for how you will continue to organize together. You can say “I’m feeling so fired up after that debate, and we need to keep the momentum going. I feel even more committed to support Julián because _____. The campaign has resources for how we can start to organize our own community. Who can meet next week to map out our next steps?”
- Ask everyone to become monthly donors

AFTER YOUR EVENT

- Thank people for joining! Send a quick thank you text, email, etc. You can include the link to donate or sign up for your next organizing meeting.
- Send your sign in sheets to us so we can make sure they are in the loop. Email them to us at organizing@julianforthefuture.com.
- Post your photos to social media with the hashtags #TeamJulián and #Castro2020



ONE NATION. ONE DESTINY.

MEET JULIÁN

Julián's story starts with his grandmother, Victoria. She moved to the United States as orphan when she was seven years old, never made it past the fourth grade. She worked as maid, a cook and a babysitter, passing on an inheritance of hard work to her daughter Rosie — an educator, Chicana activist and single mom to twin boys.

Julián and Joaquin attended San Antonio Public Schools, and with the support of Pell grants and Perkins loans, graduated from Stanford University and Harvard Law School. Julián's belief in the power of education is rooted in the opportunities afforded to him and motivates his work to expand opportunity to everybody.

As mayor of San Antonio—the youngest elected leader of a major American city—Julián championed high-quality pre-K education, reduced barriers to college completion and revitalized the urban core. His record of success attracted the attention of President Obama who asked him to lead the Department of Housing and Urban Development.

As HUD Secretary, he worked to end veteran homelessness, increase access to broadband and promote housing as a platform to improve people's lives. Julián believes the purpose of public service is to lift people up, bring people together and make progress toward a better future. At home, he's Carina and Cristian's dad, and Erica's partner.

VISION

**THE SMARTEST, FAIREST, HEALTHIEST
AND MOST PROSPEROUS NATION, FOR ALL OF US.**

SMARTEST:

We need to invest in high-quality educational opportunities for all, from universal pre-k to affordable college. The zipcode where you're born shouldn't determine your fate. We owe our kids better.

FAIREST:

Real Immigration Reform: The first candidate with an immigration plan that includes ending family separations, breaking up ICE, citizenship for Dreamers, and a Marshall Plan for Central America to address the root causes of migration.

Criminal Justice Reform: The only candidate with a plan for police reform that includes preventing excessive use of force and racial discrimination, holding police accountable, and starting a healing process between communities and law enforcement.

HEALTHIEST:

Medicare for All: Healthcare is a human right. In the wealthiest nation on the planet, Medicare should be available to everyone. We must also include mental health care into this plan.

MOST PROSPEROUS:

People First Economics: Working families and a thriving middle-class make up the foundation of our economy. We need to shift our priorities to reflect the needs of working people: raise the wage, support unions, invest in infrastructure and affordable housing, combat and adapt to climate change, end corporate welfare and shape a just tax system.

Name of Event: _____
 Date of Event: _____
 Location of Event: _____



I'd like to receive
texts and updates!



Name		Phone	I want to volunteer!	Send SMS!*
Email		Zip Code	<input type="checkbox"/>	<input type="checkbox"/>
Name		Phone	I want to volunteer!	Send SMS!*
Email		Zip Code	<input type="checkbox"/>	<input type="checkbox"/>
Name		Phone	I want to volunteer!	Send SMS!*
Email		Zip Code	<input type="checkbox"/>	<input type="checkbox"/>
Name		Phone	I want to volunteer!	Send SMS!*
Email		Zip Code	<input type="checkbox"/>	<input type="checkbox"/>
Name		Phone	I want to volunteer!	Send SMS!*
Email		Zip Code	<input type="checkbox"/>	<input type="checkbox"/>

* SMS, msg & data rates may apply. Text "STOP" to cancel or "HELP" for help.