

A photograph of Julian Castro, a man with dark hair wearing a white button-down shirt, smiling and waving his right hand. He is in the center of a crowd of supporters. Many people in the background are wearing blue hats and holding blue signs that say "JULIÁN CASTRO 2020" and "PEOPLE FIRST". The scene is outdoors with green trees in the background.

DEBATE WATCH PARTY GUIDE

TUESDAY, OCTOBER 15, 2019 - 8PM ET

Watch parties (and house parties) are a great way to gather supporters and potential supporters to talk about the campaign and begin to organize your local Team Julián. 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 prepare for what comes next, check out organizing.juliancastro.com

Goals of watch party:

- **Find other local supporters.** Start to build your team to plan future events with such as canvassing for Commit to Vote cards or organizing a phone bank.
- **Share your enthusiasm via social media.** Use the hashtags #TeamJulián and #Castro2020. Showcase your team and your excitement for Julián so that we can demonstrate the grassroots momentum our campaign is building. Send photos to organizing@julianforthefuture.com so that staff can post about your events too!

ONE WEEK OUT CHECKLIST

- Decide on your location and time. If you can't host at your place, consider local businesses or community meeting spaces. 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.

- Think about 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 (MONDAY)

- 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 email.
- Print out sign in sheets or make your own -- be sure to include a space for email and phone number so we can continue to engage with attendees!
- Check your technology. If you're planning on live streaming, make sure you have everything you need to stream CNN or NY Times.

DAY OF YOUR WATCH PARTY (TUESDAY)

- Set up your TV / live stream before people arrive -- but keep on mute until it begins so folks can visit with each other.

- Welcome folks as they arrive and encourage them to sign in. 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 as folks are comfortable, and share on Twitter using #Castro2020. Send photos to organizing@julianforthe future.com as well.
- Ask people 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@julianforthe future.com.
- Post your photos to social media and send to organizing@julianforthe future.com. Use the hashtags #TeamJulián and #Castro2020

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



I'd like to receive
 texts and updates!



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

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

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

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



Name of Event:

Date of Event:

Location of event:

Name (First and Last)	Email	Phone Number	Join us
			Volunteer with the campaign <input type="checkbox"/> Sign up for texts <input type="checkbox"/>
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Paid for by Julián for the Future			