



Pennsylvania College Democrats' 2013 – 2014 Chapter Planning Guide

Welcome Letter From the President:

College Democrats,

As we begin the Fall 2013 semester, I am extremely honored and excited to be able to serve you as President of Pennsylvania College Democrats. As an active College Democrat since my freshman year in 2010, I have had the privilege to see the work of College Democrats on all levels – campus, local, state, and national.

Although the youth are continuously underestimated, we understand that our voice is powerful and that we are a pivotal part of the ground game of the Democratic Party. We proved this to be true in the 2012 election cycle assisting to get Democrats elected up and down the ticket. Although the political dynamics going into 2013 are quite different, there is still a lot of work to be done mobilizing around Democratic candidates in November 2013, focusing on issue advocacy, and ultimately building a base to prepare to defeat Corbett in 2014.

With so much work ahead, we wanted to provide some help via this *2013 Chapter Planning Guide*. The information contained in this guide has been prepared and updated by our current executive board and incorporates past PACD veterans' ideas. Whether you are an already established chapter or you are looking to expand your organization, we hope that you will find some of this advice helpful.

This is only one resource to help build your chapter. As always, if you need anything from PACD this year, do not hesitate to contact myself or other board members. We are here to serve you so that you can have the most successful year possible. We cannot wait to see what your chapters have in store for 2013, and we are excited to work with you to continue to keep Democratic ideals and values at the forefront in Pennsylvania!

Democratically Yours,

Lara Sullivan

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Contact Information for the 2013 – 2014 Board:

We hope that you find this guide a helpful and an informative resource. However, we hope that your number one resource will be the PACD 2013-2014 Executive Board. We are here to serve you and your chapters needs. Feel free to contact us with comments, concerns, and questions.

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Sample Chapter Plan:

Although there is not a presidential race this fall, Pennsylvania has many judicial and local council races that can significantly impact the future of your community and our state. These candidates need our talents to move PA forward.

The plan that follows is a “bare-bones” outline of what PACD would do if it were a single campus chapter. Keep in mind that this is a generic template. You may use it as a resource to guide your decision-making process, adapt it to your needs, or simply look at it for inspiration.

Questions can be addressed to Nadia Lehtihet (VP-Central) or Dylan Morpurgo (VP-Eastern).

Week 1: Recruitment & Board Preparation

- Bring your executive board together for a focused pre-semester meeting. Create specific semester goals for outreach initiatives, service projects and political action.
- Discuss board communication—how will you handle campus and local press? Who will create and maintain listservs, facebook pages, Twitter handles, etc for the club?
- Reserve a room for weekly meetings
- Find out if your school has an involvement/activities fair for student organizations looking to recruit freshmen. Make a trifold. Bring voter registration!
- Flyer classrooms, public spaces, dorms etc
- Chalk the sidewalks
- Throw a social event

Week 2: Voter Registration

- Take advantage of every possible opportunity. Register voters in dining halls, waiting in line to get into a bar, in student public areas, in class (if professor agrees), in dorms - pretty much any high-traffic area where it is legal
- Reach out to your university's administration to see if they have or will create a voter registration initiative (see Penn State's PSUVotes <https://votes.psu.edu/> as an example) to take some of the pressure off your org in the future
- Consider inviting local candidates to public events. The candidates will love the exposure and it will help to distinguish your booth/table from the others.

Week 3: Begin meetings

- Start working on local campaigns
- Have a meeting to talk about your plan for campaigns (Phone Bank? Door Storm? Canvass? Invite candidates to the meeting?)
- Discuss why campaigns are important and what else you'd like to do (speakers, public service, debates, fundraising, etc)

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Week 4: Action and Outreach

- Organize a night of Voter Registration in the Dorms (if allowed at your campus, or somewhere else high profile on campus or BOTH)
- Do something fun together (movie, bowling, party, watch the Daily Show and Colbert, etc)
- If you have not done so already, begin to contact the heads of like-minded student organizations on campus (women's groups, LGBT groups, political science associations, student gov, minority caucuses or Greek Life, etc). Let them know what you are planning for the semester. Ask them to keep you aware of their big events as well. Create a working relationship with these partner organizations so that they will support your initiatives and be more likely to vote in the future. Make a plan to co-sponsor events with all of these groups.

Week 5: Voter Reg Deadline Monday Oct. 7th

- Continue regular meetings. Ask your membership which current events are most important to them, and discuss these issues with a news clip
- Continue Voter Reg events (canvassing in the dorms, tabling outside of dinner, etc.)
- Continue socials
- Host a political event (speaker, debate, current events forum, fundraiser, etc)

Week 6: Begin Persuasion Phase

- Weekly Meeting
- Host one persuasion event (canvass, phone bank, dorm storm, rallies) to talk to persuadable voters based on Votebuilder.
- Host an outreach event

Weeks 7-9: Build Momentum

- Weekly meetings
- At least one persuasion event
- Get in touch with your local County and Borough Democratic Parties / Committees to see if they have resources you can use, are in need of volunteers, can collaborate with you, etc

Week 10: GOTV Phase (through Election Day)

- Weekly meeting to organize volunteers for action events this week
- Canvass, Phone Bank, Dorm Storm, paint your chest and go tell it on a mountain WHATEVER IT TAKES to get voters to the polls

Tues Nov 8

- GOTV events all day
- Host a results watch party. You earned it.

Nov 8-12

- Maybe cancel your weekly and just have a social instead



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November 13-end

- Invite a Speaker, Fundraise, etc.
- Transition from campaign mode to concentrating on Democratic issues that are important to your members.
- Continue to hold events and regular meetings to keep members engaged
- Push community outreach on campus and in your county. Potential voters need to hear your name more than just twice a year for primaries/generals. They need to know that you are working to push forward progressive policies year-round; that you care about their concerns and working to improve your community 24/7. Co-sponsor issue education/advocacy events with like-minded orgs in this time. Be creative. Consider hosting a benefit concert for the local women's resource center, bringing together community leaders and nonprofits to discuss immigration reform, talking to local churches about the Democratic party's commitment to helping the poor, holding a pro-ME rally at a FUN concert, whatever. Take advantage of opportunities where large groups of students with a common interest congregate.

December

- Plan arrangements for CDA Winter Conference
- Look ahead to programming, fundraising, elections in the Spring semester
- Don't hesitate to contact your PACD board with questions, problems or just to get some inspiration. We are here to help each other succeed.

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Recruitment:

Recruitment is the first, and most vital, step in establishing, maintaining, or growing a chapter of College Democrats. A chapter is only as strong as its members; and, therefore it is important to focus on strong recruitment efforts to bring in large numbers of dedicated students.

It is important to focus on garnering attention for your chapter. You need to think about why someone would want to join, but also about how they can find you. This guide offers a few ideas on how to do this.

Tabling

Tabling at large events, in high traffic areas, and in a variety of places is a great way to get your chapter out in front of students. Make sure to have a presence at places like events for incoming freshman, sporting events, concerts, cafeterias at peak meal times, and any large annual event on campus. Having eye-catching fliers, posters, and handouts will help increase traffic. It is also very important to stand in front of your table, interacting with students, as opposed to sitting behind your table. This will create a welcoming and interactive atmosphere.

Food

We all know that college students love free food! If your chapter has the means, hosting a free dinner, pizza party, or ice cream social is a great way to attract students. It's also a great way to bring in members who might feel comfortable just showing up to a meeting. If your chapter isn't financially able to host such events, inviting potential members to a home cooked meal in a warm and welcoming atmosphere is a great way to recruit.

Visit Classes

Reach out to the professors in large freshmen lecture classes, required courses, and of course your political science and humanities departments to see if a member of your board would be allowed to speak at the beginning or the end of class about your chapter. Many professors will be happy to promote civic involvement, but won't want to appear to be favoring one political party over another. It is helpful to work with your Republican counterparts on campus to do this together.

Internships

It is important to have a good relationship with your local elected officials and campaigns. They will be your resource for any internship opportunities. Advertising these to your members is a great way to showcase your importance in the local Democratic community.

Mixers

Hosting social events with other politically minded organizations is a great way to spread the word to other groups on campus. These events can be focused around an issue or policy area, or can just be for pure social purposes.



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Spread Awareness

Your chapter is a chartered chapter of the Pennsylvania College Democrats (PACD), which is a federated chapter of the College Democrats of America (CDA). CDA is an integral part of the Democratic National Committee (DNC). Make sure your members are aware that thousands of students across the Commonwealth and the nation are all working together to promote Democratic ideals on college campuses in every corner of the country.

Media

Having a media presence, both online and in print, will help spread the work about your chapter, the work you do, and your legitimacy on campus. Introduce chapter leaders to your local and campus newspapers and maintain a strong professional relationship with their editors and journalists. Issue press releases on events, work on campus, and opinions on issues facing college students. Always reach out and invite newspapers to your events. Ask members to write Letters to the Editor. Encourage everyone to like your Facebook pages, follow you on Twitter, and check your websites. It is important to keep these up to date, and be interactive with followers.

There are many ways to recruit new members-- JUST BE CREATIVE! Think about why you joined College Democrats and what caught your attention when you first stepped on campus!

Happy recruiting!

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Social Media Guidelines:

- Remember that EVERYONE is watching
 - While there are many advantages to the numerous social media outlets do not forget that everyone from the DNC to your local media outlets are reading what you post. Pause and think. Then pause and think again, before you post.
 - Revise your post. Grammatical errors are far from professional.
 - Only abbreviate a Tweet if you ABSOLUTELY need to. (i.e. use “Republicans” instead of “R’s” or “Repubs”)
- Tell a story in 140 Characters or less
 - While Facebook does not limit to 140 characters it is best to keep messages short and clear. Students are less likely to read a paragraph long entry.
- Direct the attention back to you
 - Link posts to a more extensive article from your own blog/website or a related article.
 - URL’s take a lot of characters. Use link shortener websites like bit.ly, goog.gl or tinyurl.com
 - While it is important to include a website, the link should NEVER be the only thing included in a post.
 - If possible include an image with the URL on Facebook post.
- Tweet and Tweet often
 - The more frequently you post the more noticeable you will become to your membership.
 - The more you post updates on these sites the more followers and ‘likes’ you will receive.
- Engage!
 - Send new twitter followers a message thanking them for following your organization. Also share information on how to contact your executive board.
 - Tweet at people to get their attention (sometimes they tweet back)
 - Use hashtags to gain visibility
- What to tweet about?
 - Accomplishments of your organization and of the Democratic Party
 - Reminders (i.e, voter registration deadlines, volunteer opportunities, meeting dates and times)
 - Suggest other groups that your members should follow. (@PAcollegedems, @CollegeDems @TheDemocrats etc.)
- Watch out for inappropriate posts
 - As we approach Election Day, and the political rhetoric of Washington grows increasingly tense people will feel the need to voice these opinions on your blog or Facebook page. In the event post include any demeaning or derogatory words you should delete it IMMEDIATELY.
 - You don’t want one comment to direct conversation away from the core message of your chapter and of the Democratic Party.

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- Again, remember that EVERYONE is watching!!
 - Words travel faster than you can hit delete.
- Facebook
 - Use facebook less often than twitter, max 3 posts a day average, 1 per day.
 - Share interesting graphics or links to keep followers interested.
 - Post photos of your events
 - Use Facebook to engage members mostly
- Standard Press
 - Get news about you chapter out through your local press
 - Find contact info you local papers/blogs/new stations
 - When you do something significant send out a press release
 - Send them out as often as possible, but be reasonable with what you are sending

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Voter Registration Guide:

PENNSYLVANIA VOTER REGISTRATION APPLICATION									
DO NOT WRITE IN SHADED AREAS									
1 Are you a citizen of the United States of America? <input type="checkbox"/> Yes <input type="checkbox"/> No Will you be 18 years of age on or before election day? <input type="checkbox"/> Yes <input type="checkbox"/> No					If you checked "No" in response to either of these questions, do not complete this form.				
2 <input type="checkbox"/> New Registration <input type="checkbox"/> Change of Name <input type="checkbox"/> Change of Address <input type="checkbox"/> Change of Party <input type="checkbox"/> I am a Federal or State employee and wish to retain my voting residence in the county where I last resided.					Place either Driver's License # or Social Security # here DL # _____ OR SS# (last 4 digits) _____				
3 Mr _____ Mrs _____ Miss _____		Last Name		First Name		Middle Name/Initial		Jr Sr II III IV	
4 Address of residence, include street and city (Use map above if no street number or name) (If only P.O. box, see above) Apt #				State		Zip Code		4 Telephone Number (Optional) () _____	
4 Municipality where you live		County where you live		5 Mailing address (if different than address of residence)				City	
6 Date of Birth		7 Race (Optional)		8 Name on previous registration				9 In which party do you wish to register? <input type="checkbox"/> Democratic <input type="checkbox"/> No affiliation <input type="checkbox"/> Republican <input type="checkbox"/> Other (Please specify): _____ <input type="checkbox"/> Libertarian <input type="checkbox"/> Green	
8 Address of previous registration				County of previous registration		Year of previous registration			
10 Voter Identification Number _____					Place signature with full name (or mark) below. (Please see Penalty for Falsifying Declaration.)				
11 I HEREBY DECLARE THAT: (1) On the day of the next election I will have been a United States citizen for at least one month, I will be at least 18 years of age, and I will have resided in Pennsylvania and in my election district for at least 30 days; (2) I am legally qualified to vote. AND I HEREBY AFFIRM THAT the information I have provided in this registration declaration is true. I understand that this registration declaration will be accepted for all purposes as the equivalent of an affidavit; and if the registration contains a materially false statement, I will be subject to penalties for perjury.					X Print Your Name Below _____ Date ____/____/____				
12 Name of person who assisted in the completion of this application			Telephone No.		DATE OF REGISTRATION		REGISTRAR		YEAR
Address			COUNTY VOTER I.D.#		NAME		CITY, BORO, OR TWP.		WARD
DISTRICT			COUNTY VOTER I.D.#		NAME		CITY, BORO, OR TWP.		WARD

Box 1

This box establishes the mandatory qualifications to register to vote. **Note:** The person registering can be 17 years of age when they register, as long as they are 18 by Election Day.

Box 2

Reason for registration: If they are registering for the first time, or if they are registering for the first time in Pennsylvania, they select "New Registration." If they are changing their name (i.e. new married name), they select "Change of Name." If they were previously registered at home or another address within PA, and are now registering in a different area, they select "Change of Address." The most common will be new reg. and change of addresses.

Note: If they previously registered in another state they should select "New Registration" not "Change of Address."

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Box 3

Fill out Gender, Last Name, First Name, Middle initial, and designation (Jr., Sr., etc.). If registree has a PA Driver's License, they must provide the license number in this space. If the registree does not have a valid PA License Number, they must provide the last four digits of their Social Security Number.

Box 4

- Address number, street, and city
- Apt. Number
- Zip Code
- Telephone Number (says it is optional, but it is a good idea to provide it in case of problems with the registration, or for database entry)
- Municipality (City or Borough)
- County

Box 5

If the registree's mailing address is different than their physical address, they should fill this out. For example, if they receive their mail in a P.O. Box or campus mailbox, they should fill this out.

Box 6

Registree's Date of Birth

Boxes 7--8 (optional)

If the Registree selected "change of name" in Box 2, they should fill out 8a and 8b to the best of their ability. Also, if they selected "change of address," they should fill out 8a and 8b, but these are not necessarily mandatory.

Box 9

Registree chooses their new party registration. It is important not to exercise undue influence on the registree, and one should also treat the person the same regardless of how they vote. Never condone or show discontent with the way somebody registers. But, remind registrees that you must be registered with a Party to participate in the Pennsylvania primaries.

Box 10

Do not need to fill out

Box 11

Registree signs their name, PRINTS their name below, and dates the form.

Box 12

Do not need to fill out

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Eligibility Requirements:

- Citizen of United States for at least 1 month prior to the election
- A resident of Pennsylvania and the specific election district you are registering to vote in for at least 30 days prior the election.
Note: This does not exempt new students from registering, as long as election day is at least 30 days after they move to the campus
- At least 18 years old on or before election day

Strategies for Voter Registration:

- Remember that the deadline for voter registration is 30 days before Election Day. This means that all of your forms must be submitted to the County Elections Office by the 30- day prior mark. Do not wait until the last minute, because there will always be problems with a form that needs to be corrected or a missing piece of data.
- Have visible registration tables for multiple days. If someone is busy or in a hurry one day, they will have time the next day to register. Also, if someone does not know their Social Security number, they can return the next day and complete their application.
- Stress the ease of re-registering in a new location in comparison to requesting an absentee ballot.
- Bring registration forms to all club events or meetings.
- Target freshman! None of them will be registered to vote on campus, and it is a good way to recruit new members or volunteers. Setting up during orientation, freshman events, or the dining hall the first few weeks are effective ways to register them and advertise your chapter.
- Check with your college if they have restrictions or rules pertaining to voter registration drives. Some state colleges do not allow voter registration status to be a vehicle for compensation or as a litmus test for eligibility or entrance into a game of chance. It is always a good idea to be overly cautious, and check with your college administration or County Elections Office if you are unsure.
- Get a lot of voter reg. forms from your County Elections office. While you are there, make friends with them, and see if they have any particular restrictions or preferences. The easier you make it for them, the better the relationship you will have.
- Make deadlines well known, and have a final push before the voter reg. deadline. This will move people off the fence, and get them registered.
- Have multiple volunteers at a voter reg table. This way you can give individual attention to registrees. Also, make sure to have lots of pens available.

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- After someone registers, you are responsible to submit the form to the County Elections Office. Keep organized, and do not let the forms pile up. Make it a goal to submit forms weekly so that you do not lose them.
- Invite local candidates to table with you.
- Coordinate with like-minded groups. This will mobilize different groups from across the political spectrum and policy interests.
- “Dorm Storms” - Target freshman or even all dorm buildings, knock on doors, and register people to vote. They can easily ignore you if you have a table, but they can't ignore you as easily when you are knocking on their door.
- Keep track with students you register. This can be specifically Democrat or Independent voters, or even all voters. This simplifies canvassing or phone banking when somebody's party registration is already known. Also, feel free to remind those you register about deadlines, election dates, etc. If you are on a larger campus, keeping track of like-minded democrats is a plus. If someone registers democrat, get them to come to a chapter meeting or volunteer for the local democrats.
- Keep a sign-up sheet for your email list at the voter reg. table.
- Share information with registrees. Do not be overly partisan, but attempt to answer questions they have in regards to political parties.
- Provide candidates' literature or website information on the table.
- Give away free stuff at a voter reg. table. Bumper stickers, pens, or other free stuff is always a plus.

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Rebuilding An Inactive Chapter:

Pennsylvania College Democrats recognizes the ebb and flow of college organizing as election seasons pass. This guide will assist you in your efforts to rebuild an inactive chapter to keep activity consistent and strong.

Required Materials:

- Passion
- Dedication
- Time

For a successful College Democrats Chapter at your university, you have to recognize the time commitment that is necessary for reorganizing. This process is time consuming and could be overwhelming if you are not prepared. In order to stay motivated you have to be passionate and dedicated to the cause. You have to realize that you are not doing this for yourself; it is for your campus, community, state, and nation. This is a local effort for the benefit of the greater good. At the end of the day all of your hard work will pay off. Just keep with it!

- Find out who your chapter advisor/moderator is!

If you do not have one, talk to professors who you think would be interested. They will be able to tell you the history of the group, what to expect, direct you to school faculty/staff that could give you more information about school organizations, connect you to people that could speak at your school, etc. Fostering a healthy and good bond with your advisor will help you in the future when it comes to event coordinating as well as keeping the group up and running in the future.

- Assess your financial situation.

You can find out what your financial situation is from talking to your advisor. What you need to know is if you already have a bank account set up through your school, if there is money in that account to help you with events, how you can access the account, etc. If your advisor cannot help you with that or cannot provide enough information, then talk to your Student Affairs office.

- Talk to the Student Affairs office on your campus

Student Affairs will be able to provide you with an in depth look at policy involving student organizations, club resources, financial assistance and funding, and access to student government. When you have questions about a school related policy, see your Student Affairs Director! They will be able to help you with any and all needs in this early stage of

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development. It will also work to your benefit when you apply for school funding because you have a staff member that is informed and knowledgeable about your club that can attest to the contributions you have made over the year.

- Review your chapter's constitution/charter.

Know your constitution/charter like the back of your hand! This is important in running and organizing your club. This will allow you to do certain things, prohibit you from completing others, and serve as a guide to run your chapter. There should be several things in your constitution/charter: mission statement, executive board description, voting procedure, and membership description. If you do not have a constitution, please talk to your Pennsylvania College Democrat Regional Vice President. They will be able to send you a sample constitution and assist you while you create one.

- Create a Social Media presence (Facebook, Twitter, Tumblr, etc).

Schools are all different focus on which social media site is best received by your campus. You could have a Facebook, Twitter, Tumblr, or all of the above. You will also want to create a website to share with your campus. On the website you can include your Executive Board members, upcoming events, internships and other resources for students.

- Meet with your Executive Board.

If you have an executive board, meet with them as soon as possible to discuss your findings. If you are still in the early stages of building your chapters talk to your friends and leaders of other progressive orgs to find people who will serve as great leaders for your chapter. Keep your board updated with the latest information. They will also be a key element in the design of your chapter. They will be the brains and bronze of the operation. Work with them, know them, friend them. You will have long nights with your executive board while working on chapter planning and development.

- Create a plan of action.

While in your Executive Board meeting, it is essential to start brainstorming a plan of action for the upcoming year. This will allow you to better organize and have a deeper understanding of what each position should expect. Here you will also discuss setting up an email account, a social media presence, advertising for meetings, and outreach to other organizations.

- Set up an e-mail account for your chapter.



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We would suggest Gmail because it allows you to create and share Google documents with other members of your executive board. You should also use this email account for your flyers and promotional materials

- Contact local political groups.

Contact local political groups like your local Pennsylvania Democrats presence or Young Democrats, they will then be able to assist you in getting involved locally. Local initiatives and community service events will give your chapter recognition on campus as well as off. These groups are also great resources for any help you may need.

- Organize events for the semester.

Before the semester begins, it is necessary to draw up a semester outline (you can also do this monthly, but organizing for an extended amount of time will give you time to prepare). Think of events that can relate to your campus. Are they more economically inclined? Is there a focus on social issues? Do people like more social events or more informational?

- Assess the work that you have done during that semester.

At the end of the semester after you have completed your events gather your members together and chat about how it went. Your best feedback will come from your group. Talk about what you did, how they felt about it, what you can keep, what you can do different, etc. This will allow you to better prepare for next semester and future years.

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Event Planning Guide:

Planning a successful event can certainly be stressful! There are so many details that go into orchestrating the perfect event. Below are a few tips to help the planning go smoothly and to make the event extra special.

First of all, you must ask what's the purpose?

- Fun?
- Recruit membership?
- Educational?
- Campaigning?

If you set out clear goals for what you want to achieve for this event, it helps everything else fall into place.

Who do you want to attend?

- Students?
 - Of course, you are College Dems, you want students to attend! But are you just trying to target your membership or are you hoping to get the student body to participate? When throwing events, it might be helpful to team up with another organization to guarantee more attendees as well as extra help.
- Speakers –local politicians? One of the most difficult parts of hosting an event is trying to get speakers or other prominent figures to attend. Here are some useful tips:
 - Use connections to get these people to attend
 - Call politicians' offices and send out an agenda of your event at least 2 months early because schedules fill up fast
 - Have back up people
 - Try to insure media coverage (politicians love this!)

Where and when is this event going to take place? It sounds cliché but location is everything!

- Reserve early (especially if it is a popular place on campus)
- Reserve a large block of time so that you have time before to set up and time to clean up afterwards
- Always follow up with reservations! Sometimes they can be lost.
- The space should match the event
 - Example: Nice room with chairs and podium for speakers or an outside location for tie-dyeing t-shirts
- When choosing a date for the event, think about a time that is convenient for your audience. For example, plan accordingly around important sporting events or when students may have class.

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Advertise! After you have done all that hard work planning this event, you want to make sure people will come.

- Create a catchy slogan for the event!
- Tabling!
 - Give someone something to keep like a flyer!
 - Talk to as many pedestrians as possible
 - Pick a heavy trafficked location
- Create a press release to send out to your school newspaper, local newspaper, and other media.
- Contact Professors to announce in Political Science classes
- And don't forget those flyers!! Make them catchy and bright and post them in the most visible locations! Also think about posting flyers not just in campus buildings but other places in town. Many cafes and restaurants have community bulletin boards where you can post an ad.
- And of course, social media

You have put so much work into this event and you know people will enjoy themselves. However, it is very difficult convincing others. So what are some different ways to *entice people to participate?*

- Gimmicks
 - Speak with Professors and see if they would be willing to give students extra credit for attending an educational event
 - Free food or entertainment
- Speakers and politicians that students would be interesting in hearing speak.

This guide provides some useful tips to help your event succeed. However, do not stop here! Some of the best advice you can get is from other College Dems chapters! Learn from other clubs in PACD to see what works and what doesn't work. Experience is always helpful.