

Virtual #CouchParty 2.0 Host Guide

INTRODUCTION:

Thank you for stepping up to host your very own Virtual #CouchParty! Whether you're settling down on your couch and cracking open a can of Cran-Raspberry Lacroix or a diet coke, filming your next TikTok video, brewing a cup of tea, or opening a beer or bottle of wine—these virtual events are designed for you to bring your squad together to talk about how we can continue to make a difference together during this time.

Use the guide below to take all of the steps needed to host your Virtual #CouchParty:

Included in this guide, you'll find:

- Steps to hosting a Virtual #CouchParty
- A Sample Virtual #CouchParty Agenda
- Technology Guidance for hosting a Virtual #CouchParty
- A #CouchParty activity called "Friend Mapping"

During your virtual #CouchParty, you will lead your participants in a conversation around four main things:

1. Why voting is important to you personally
2. Reaching out to friends, family, and people in your network to help them get ready to vote
3. Vote by mail (or absentee voting, early voting, etc.) resources and how to learn the rules for your state
4. Ways to help the community get through COVID-19

Let's dig in! If you have any questions at all as you read this guide, please email volunteers@whenweallvote.org.

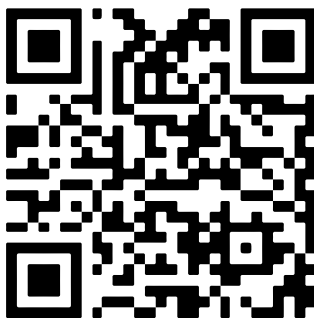
Before you dive in, you'll need to download our action tool, OutVote:

OutVote is the When We All Vote campaign platform that allows you to make sure your friends and family are registered to vote, submit stories and testimonials, communicate with our staff, and text future voters to get registered to vote.

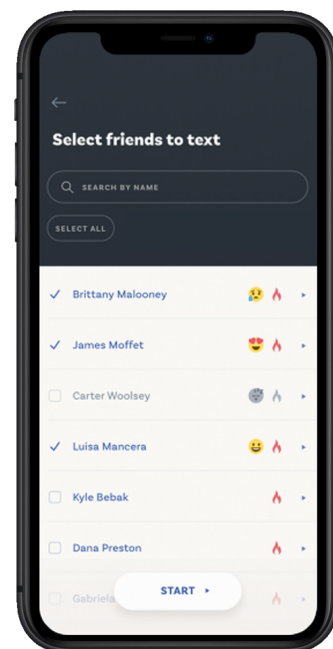
For these Couch Parties, you'll use the "Friend to Friend" texting action that asks you to text at least 3 friends and make sure they're registered to vote.

Download OutVote at weall.vote/outvote or scan this QR Code:

Campaign Code - 456100



The first thing OutVote will ask you to do is sync your contacts—syncing your contacts allows you the capability to see who in your network might need to register to vote, and give you pre-populated messages and actions to reach out to the people you know!



STEPS TO HOSTING A VIRTUAL #COUCHPARTY

Use the steps below to plan your Virtual #CouchParty:

Step 1



Put the date and time for your Couch Party on your calendar! Our virtual #CouchParty will take place on April 20! We'll help you get started with a When We All Vote Action Call at 7:15 pm ET with some special guests. After that, you can begin your Virtual #CouchParty at 8:00 pm ET. [You can sign up to host your virtual party here!](#)

Step 2



Make a hosting plan. You'll need to answer a few questions before you're ready to host your event:

- What platform will you use to host your virtual event? Zoom, Google Hangouts, Facetime, etc? ([Check out this Technological Guide for more details on this](#))
- Who will you invite?
- Will you be working with others to host or will you lead your #CouchParty solo?

It is important to know who will be helping you organize your Virtual #CouchParty. If you are organizing with a squad or team, decide who will be in charge of sharing your virtual event link, creating a video conference, and leading the agenda. If you are hosting solo, make sure you have the materials you need readily available and you are able to share resources with your attendees.

Step 3



Invite others! Invite friends, family, and neighbors to your event. You can get a shareable link to send to people by [registering your event here](#)—this will help you keep track of who RSVPs! Events created on the event page are easy to advertise on social media or in text messages.

Step 4



Confirm your attendees. It is always easier to plan an event when you know how many people to expect. Make sure you reach out to everyone you share your event with through email **2 days before to confirm their attendance, and then through text and phone calls the night before.**

SAMPLE AGENDA

Use the steps below to plan your Virtual #CouchParty:

Whether it's your first time hosting, or you're a party host pro, here are a few tips and tricks to help you be successful:

1. **Keep track of time**
2. **Stick to the agenda** — If the conversation gets off track, you can always let participants know that you have to move on to the next item.
3. **Leave questions until the end** — If you can't answer a question, direct people to reach out to info@whenweallvote.org
4. **HAVE FUN!**

Your Virtual Couch Party should generally last for an hour — but you can specify how long yours goes! Follow the simple sample agenda below when having a conversation with your friends and family about how to continue to register and educate your personal networks.

Section	Time	What you do
Welcome	5 minutes	<p>Welcome your attendees to your virtual #CouchParty! Make sure that everyone knows each other. Then, run through what you'll be discussing! Introduce When We All Vote and our mission to register, educate, and turn voters out!</p> <ul style="list-style-type: none">• Introduce yourself as the host — <i>"Hey everyone, I am going to be hosting our #CouchParty tonight!"</i>• Introduce When We All Vote — <i>"I just want to give a brief overview of When We All Vote! When We All Vote is a non-profit, nonpartisan organization that is on a mission to increase voter participation in every election and close the race and age voting gap by changing the culture around voting, harnessing grassroots energy, and through strategic partnerships to reach every American."</i>• Introduce Goals — <i>"The goal of our couch party is to:</i><ul style="list-style-type: none">• <i>Discuss how we can reach out to people in our networks and help get them ready to vote.</i>• <i>Learn about When We All Vote resources to vote by mail.</i>• <i>Have a discussion about ways we can be helpful in our community during this time."</i>
Selfie/Screenshot Time	10 minutes	<p>Gather all of your #CouchParty buddies on your screen and take a selfie or screenshot! Then, share the photo to Instagram or Twitter using #CouchParty and tagging @WhenWeAllVote. Here is an example of a suggested post you can make:</p> <p><i>"Sharing all the latest TEA around getting people to vote with my SQUAD at our @WhenWeAllVote Virtual #CouchParty. "</i></p> <p>Don't forget — if you post with the hashtag #CouchParty, you could get a comment from one of our celebrity co-chairs!</p>

Section	Time	What you do
Story Share	10 minutes	<p>Take a moment as a host to share why voting and voter registration are so important to you. Then, ask others to volunteer to do the same. Use these prompts to guide the conversation:</p> <ul style="list-style-type: none"> • Voting is important to me because.... • My first time voting was... • My community should vote because... <p><i>Please remember that When We All Vote is non-partisan.</i></p>
Friend Mapping Voter Registration	15 minutes	<p>Make sure every attendee should access the “Friend Mapping Worksheet” that’s in this guide. Share the Friend Mapping activity with your attendees here: weall.vote/friendmapping</p> <p>For your #CouchParty, you’ll be working with your attendees to do an activity called “Friend Mapping.” This simple activity will help you identify those in your network who need to hear from you the most about voting.</p> <p>As a host, you’ll guide the conversation, then ask your participants to text people in their networks using OutVote. For instructions to download, use the video at whenweallvote.org/texting.</p>
Find Your Vote By Mail Resources	10 minutes	<p>As we continue to observe social distancing for the health of our communities, it is crucial that voters have fair and safe access to registering to vote and casting their ballot on Election Day. When We All Vote supports strong and smart voting principles including online voter registration, early in-person voting, and voting by mail (also called absentee voting, earling voting in some states).</p> <ul style="list-style-type: none"> • First, walk through When We All Vote’s Voting Principles with your participants. • Then, learn how you can get informed about how you can vote by mail in your state and educate your friends and family to do the same by going to our State-by-State Breakdown. • Third, Call or email your federal legislators and let them know you support expanding access to vote by mail. When We All Vote recently announced its support for the Natural Disaster and Emergency Ballot Act of 2020. Then, tell your state and local officials you support these voting principles.

Section	Time	What you do
Community Discussion and close	10 minutes	As our reality continues to change and impact individuals and our community, it's important that we check on our people and look out for one another — and our community. Check-out this post from Michelle Obama on Instagram about ways to show up for your community—health care workers, teachers, at-risk neighbors—and if you're able, discuss how you and your friends can help the community.

You've done it! Set tangible next steps about what you've all agreed to do, then celebrate your success.

RESOURCES

- [Technology Guidance for Virtual #CouchParty](#) — To find more information on using technological platforms to host your #CouchParty.
- [Friend Mapping Activity](#)

VOTING RESOURCES

Register to vote:
weall.vote/mysquadvotes

More voting resources:
www.whenweallvote.org/voting-resources

VOLUNTEER RESOURCES

Sign-up to be a Voting Squad Captain:
weall.vote/votingsquad

More volunteer resources:
weall.vote/resources