

WHEN WE ALL VOTE

PARTY



AT THE

POLLS

HOST GUIDE

2024

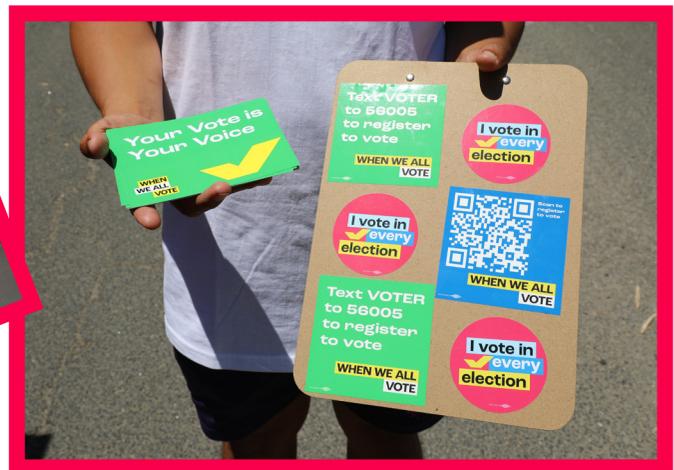


PARTY GUIDANCE

The Not-So-Fine Print

Here are some important rules to keep in mind as you plan your events:

- **No Incentives For Voting or Registering to Vote**
Federal law prohibits providing incentives or anything of value, no matter how small, to encourage or reward voting. To comply with the law, if your celebration is providing food, entertainment, buttons, stickers, or anything else, it must be provided to voters and non-voters alike. Remember: Party at the Polls is about creating a celebration for the whole community!
- **Keep it Nonpartisan**
This program is nonpartisan in accordance with the rules for 501(c)(3) organizations. No part of the celebration or outreach for the celebration can advocate for or against or be coordinated on behalf of any candidate, political party, or measure on the ballot. That includes any materials, participants, speakers, or entertainers.
- **No Working With Partisan Organizations**
Working with or coordinating with any political organization is not permitted, that includes PACs, political parties, campaigns, 501(c)(4) organizations, elected officials currently running for office, candidates for elected office, etc.
- **Know the Local Rules and Regulations**
Know the rules in your community and be sure to follow them. There may be specific rules related to events and election activity in your state, county, or locality. Research and comply with any and all applicable electioneering rules, permitting, or regulations.





PLANNING YOUR EVENT

Below are resources to help you schedule and register your event and promote your party. Your goal is to build a space that will make it safe, fun, and easy for people to vote early.

Schedule Your Event

- **Select a Location**
 - Does your location follow applicable state, county, or local electioneering rules, permitting, or regulations?
 - Is the location a reasonable distance from the early voting location?
 - Is the location a public space or known community center?
 - Is the location accessible via public transportation?
 - Is the event space ADA compliant?
 - Does the event space have power and audio capabilities?
- **Set a Date and Time**
 - Set a date and time within the early voting period in your municipality/state. We recommend you host your event during weekend early voting hours if possible.
 - Give yourself enough time to find a location, plan, and promote your event. Be sure to check calendars so your proposed date doesn't conflict with holidays and other important local events.

Register Your Event

- **Register Your Event on When We All Vote's online event platform**

Post EACH event online using the **Party at the Polls Event Template**. Adding your events to Mobilize is a requirement of your grant and Mobilize makes it easy to register your event, promote it to your community, and track and communicate with RSVPs!
- **Your events should be online by October 1st to ensure we can effectively support with promotion.**
- **Step-by-Step Guide**

When We All Vote has created a series of videos to help answer frequently asked questions about creating and using Mobilize events [here](#).



PROMOTING YOUR EVENT

No event – regardless of how well planned – can truly be successful without getting the word out. Make sure you have a plan to promote your event through a variety of outreach channels! Below are resources and suggestions to help you get started.

When We All Vote will also send texts, mailers, and phone calls to key voters in your area to help promote your event. We'll also promote our nationwide map of all the Party at the Polls events happening all month so voters can easily find a voting celebration near them. You can find that map at weall.vote/party in late September.

Resources

Our team has created a suite of customizable resources that you can use to promote your party. Plug in your event details (date, time, location, etc.) and don't forget to add a QR code or link to your mobilize page to help people RSVP. Let attendees know what to expect by highlighting the food, music, performances and other fun features of your party.

- **Customizable Flyers**

Add your event details and QR code. Then, hang your flyers around your community to help get the word out about your event.

- **Customizable Social Media Graphics and Copy**

Add your event details and RSVP link. We encourage you to post multiple times leading up to your event and ask your partners and other event hosts to do the same.

- **Email Copy**

Bring the party invites to your community's inbox. Send out invitations to your organization's email list at least one week before, a few days before, and the day before your event to remind people to RSVP.

- **Text Copy**

Enlist a few people to have a texting party – send texts to remind attendees to RSVP and to share any important party logistics ahead of the event.



Head to weall.vote/partygraphics to access the folder of promotional resources!



Activate Your Network

- **Talk to Your Communities**

Invite everyone in your own network and encourage them to share with their friends and family.

- **Contact Neighborhood Organizations**

Reach out to places of worship, community centers, small businesses, and community organizations to promote your event and partner with you.

- **Flyer Your Community**

One of the best ways to reach a large audience is to post flyers around your neighborhood and community gathering spaces! Use When We All Vote's customizable materials – just update them with your details, grab a stapler, and get started!

- **Use Social Media**

Social media is a great way to spread awareness. Share the details about your event on social media. Create a Facebook event, post about your event on Nextdoor, Patch.com, and other neighborhood forums, and share on Instagram, Twitter and TikTok.



WHEN WE ALL VOTE
PARTY AT THE POLLS

It's officially voting season and it's time to show up and make our voices heard.
[ORGANIZATION NAME] is teaming up with When We All Vote to host a free Party at the Polls with free food, music and fun for the whole community. Everyone is welcome!

[ADD ADDITIONAL EVENT INFO HERE]

3-4 PM ET
Saturday, October 26
Grant Park Market
1015 Grant Street
Atlanta, GA 30315

Learn More and RSVP

Join my #PartyAtThePolls
and let's vote early!



HOSTING YOUR EVENT

Day-Of Checklist

- **Before the Event:**
 - Use Mobilize to send a reminder email or text to event attendees.
- **Set Up:**
 - Display When We All Vote signage as well as printed voting resources.
 - Create a space for free food and refreshments.
- **During the Event:**
 - Don't forget that if you're providing free food, entertainment, buttons, stickers, or anything else, it must be provided to all attendees - regardless of whether the attendee is registered to vote, plans to vote, or actually votes.
 - Make an announcement to encourage attendees to make their plan to vote during or after the event.
 - Include a time during your event when you go to the polls together!



