



# Team Elicker Virtual Event Kit

Dear Team Elicker Zoom Host,

Thank you for hosting a virtual event for **Team Elicker!** Your efforts are important to making our campaign a success. For your reference and convenience, we have put together the following kit to ease you through the process of hosting an effective event.

**In the following packet you will find:**

- **How to Host a virtual event**
- **Team Elicker virtual event agenda**
- **Sample Timeline**

If you have any questions, please feel free to reach out to us at [info@justinelicker.com](mailto:info@justinelicker.com). We're here to support you every step of the way to make your virtual event as successful as possible.

## How To Host A Team Elicker Virtual event

### **14 Days Out**

1. Pick a date. Coordinate with staff to make ensure the date is optimal and does not coincide with other major events.
2. Consult with the campaign to make an invitation list. Setting up a time to meet with the campaign staff may seem like an unnecessary step, but we have found that it actually saves you time by getting the ball rolling. You can also use this time to plan the rest of the logistics with the staff and we can guide you through your networks to ensure the most robust list. We are here for you!

When Making the List: Think about friends, family members, colleagues, neighbors, members of your place of worship, PTA parents and any other organization you belong to. When you make the list, compile phone numbers and emails for your contacts. This complete list will come in handy.

Ideally, Zoom events have 25-30 people in attendance. In order to get that many people to attend, you will need to invite at least 50 people. If your personal network lists do not produce enough names for outreach, you can also get the campaign staff to pull a list of likely voters from your neighborhood to invite. The campaign can create a call list of neighbors on your street or building for you to invite (the wording on the invitation will be slightly different since it is a cold ask).

3. Write the invitation.

## 10 Days Out

4. Send out your invitations – By email or text message

## 5 Days Out

5. Track responses, make follow-up calls and begin collecting pledges. Call, text, or email people who have not responded and encourage them to attend. Make sure to track all responses and report to staff. If you feel you don't have time for this, the campaign can make these calls for you- any notes on guests you can provide would be helpful. This is also a time to begin collecting pledges of those who have already RSVP'd for your event.

## 2-3 Days Out

6. Plan the agenda for the event. In coordination with the campaign, discuss the main elements of the evening and consider recruiting some co-hosts or allies on the guest list to help with the responsibilities of moving through the agenda. (See sample agenda for ideas.)

## 1 Day Out

7. One last round of confirmation calls, texts, emails, and pledge collection. It's a good idea to confirm attendees the night before the virtual event. This ensures attendance and serves as a reminder. "I just want to make sure you have the link for tomorrow's event, I am going to put it at the top of your email. I'll see you tomorrow at (Time)" is a tried-and-true organizer's reminder call. This also the time to ensure you are collecting any outstanding pledges from those who have RSVP'd

8. Consider entertainment & ice breakers. Having some entertainment and/or icebreakers planned to keep your guests engaged is a great way to help erase our virtual boundaries.

### Checklist for the evening of virtual event:

\_\_\_ Music – playlist

\_\_\_ Fun Background theme - check out the official Team Elicker zoom background kits and encourage your guests to use them during the event

9. **Track your Goals Remember:** The goal of in-person events is to expand our voter base through meeting people outside of the established campaign network. We want to give attendees an opportunity to join our expanding coalition and engage with the Mayor while supporting our efforts, even though we are not all together, physically. In addition to becoming donors to the campaign, some bonus takeaways from the event would be to:

- Encouraging guests to sign up for a volunteer shift (phone banking, canvassing, and/or hosting their own event)
- Encouraging guests to talking to influential people in their community to support the campaign

## **Sample Zoom Meet-N-Greet Agenda**

### **Beginning of Event (5 mins)**

- Campaign opens Zoom room and lets in guests.
- Music can play at the open
- Theme, picture slide loops in the background

### **Welcome & Introduction (Host) 5 mins.**

- Thanks everyone for attending
- Remind everyone the purpose of the virtual event is to meet and dialogue with

the Mayor and other members of the Team Elicker coalition. Tell a personal story related to your support for Mayor Elicker and why you decided to host this event.

- Asks the guests to introduce themselves, how long they've lived in the area or some other type of ice breaker (15 sec/person)

**OPTIONAL Important Issues (Host or Staff) 5 mins.**

- Facilitate discussion about issues that guests want to address
- Tie-in the issues to Mayor Elicker's candidacy

**Mayor Elicker Speaks**

**5 mins**

**Q & A from the Guests 15 mins.**

- Guest should click the "raise their hand" icon to ask a question.
  - Questions should be kept to 30 seconds each to give enough time to respond and allow for as many questions as possible given the event time limit.

**Recruiting Support - How Can You Help? (Host and/or staff) 5 mins.**

- Talk to your ward Committee about Mayor Elicker's Campaign
- Host a event (virtual or in person)
- Host a Virtual Phone Bank
- Host a Canvass
- Sign up to Volunteer

**Thank you for attending**

- "Thank you all for coming and supporting Mayor Elicker's campaign. I hope that you will all do whatever you can to help assure he is re-elected for a second term in New Haven"