

Creating and Managing Events on MobilizeAmerica

MobilizeAmerica is a third-party platform Swing Left uses to help you create events. Events created on MobilizeAmerica synchronize to Swing Left's website—this allows others to find your event and it makes it easier for Swing Left to direct volunteers your way. This guide covers skills related to posting and managing events on MobilizeAmerica.

Please note: any event posted onto Swing Left's calendar should be in support of Swing Left's strategy of winning the Senate, White House, and state races necessary to end Republican gerrymandering. You can learn more about the [Super State Strategy here](#). Events not related to our strategy will be taken down.

Need a hand? Reach out to host@swingleft.org.

Table of Contents

Creating events on MobilizeAmerica	1
Managing your event and account	4
Viewing, contacting, and managing your attendees	5
Frequently asked questions	8

Creating events on MobilizeAmerica

1. Choose the kind of event you're going to host

What type of event do you want to host? *Note: the links below are the ONLY way to create a Swing Left event*

[Letter-writing event](#) / [Canvassing event](#) / [Grassroots fundraising event](#) / [House party event](#) / [Unity presidential debate watch party event](#) / In-person voter registration event (*coming soon!*)

2. Tell us about your event

Fill out the event fields

By following the link, you'll arrive at the event creation form. Here, you'll complete all required fields. It should be straightforward, but here are a few things to know as you fill out the event form.

Some fields come pre-filled—but you can edit them

Two important fields (“Event Title” and “Description”) come pre-filled. You can edit these fields; the pre-filled text is just a suggestion to get you started.

Pro tip: You can also add text formatting (headers, bolded/italic/underlined text, etc.) in the “Description” section using [markdown](#).

You need a street address to create the event, but it doesn't have to be publicly listed

All events must have a valid address. However, after you enter the event address, you can check the box that says, “**Only attendees can see this location**” so that the public link for the event won't display the address. People who RSVP will receive the address via an automated email only after they sign up for your event.

You also have the option to make the event private before submitting it so only people who have the event link can view it. Making your event private means it won't be publicly listed on Swing Left's website or MobilizeAmerica feed. This would mean that visitors to Swing Left's website would not be able to find this event and Swing Left would not be able to easily help you recruit volunteers.

Pro-tip: Some internet browsers, like Google Chrome, may suggest saved addresses, phone numbers, or email addresses that you've used in that browser before. Be wary: it may populate other boxes too without your meaning it to!

You must include a phone number to create an event

Hosts are required to list a host phone number. It is NOT publicly listed on the event—but it is sent in the automated confirmation email attendees receive after they RSVP for your event.

A valid phone number is important for multiple reasons. It allows your attendees to easily contact you, and it also makes it easy for Swing Left organizers to reach you to provide support for your event.

We understand that some hosts may not be comfortable with their phone number being shared even with their attendees. If that is the case for you, please contact host@swingleft.org and we can help you find a solution.

The screenshot shows a web browser window with the URL mobilize.us/swingleft/c/house-party/event/create/. The page title is "Tell us about your event". The form contains the following fields:

- Event Title:** A text input field containing "Swing Left House Party".
- Event Image:** A blue square image with the text "HOUSE PARTY" in white and "SwingLeft" in white below it. A note says "This image is set by Swing Left."
- Description:** A text area containing the text: "Join us to learn about Swing Left's 2020 strategy, to find out how you can be a part of defeating Trump and his allies, and to meet other activists in our area." A note on the right says "You can change or add to this recommended description."
- Disclaimer:** A small text block at the bottom that reads: "By clicking RSVP, you agree to Swing Left's Organizer Liability Statement: <https://swingleft.org/p/liability>"

Provide additional information for your attendees

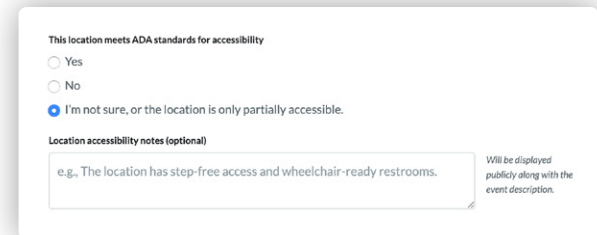
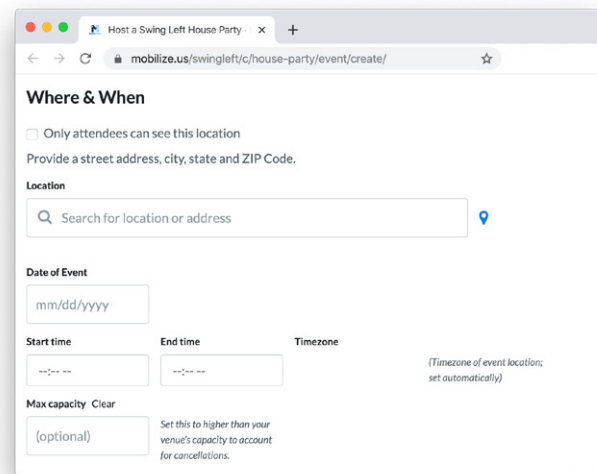
The “Additional info for attendees” section allows you to write information that will be included in the confirmation email volunteers receive after signing up for your event. The confirmation email they’ll receive will include the time, date, location, and host phone number, as well as any additional information you provide here.

Some additional information you might add includes: host email address, what to bring, what to expect, any specific directions for getting to the location, information on training they will receive at the event, whether there will be food and/or drinks, how long the event will last, relevant parking or public transit information, etc.

You can let attendees know if the space is ADA compliant

MobilizeAmerica allows hosts to indicate how compliant the event location is with the guidelines from the Americans with Disabilities Act—and to describe the location’s accommodations.

It’s OK if you don’t know the answer to the question—there’s an option for “not sure.”



3. Publish your event

Create your event using either your email or Facebook

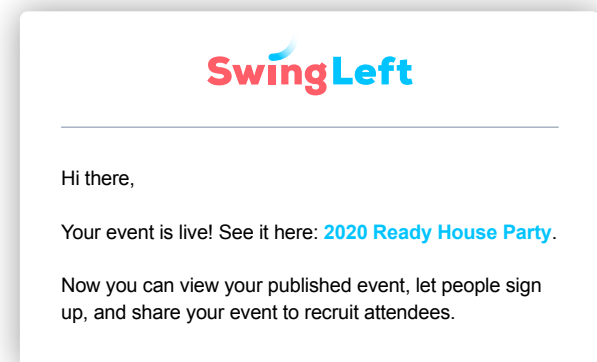
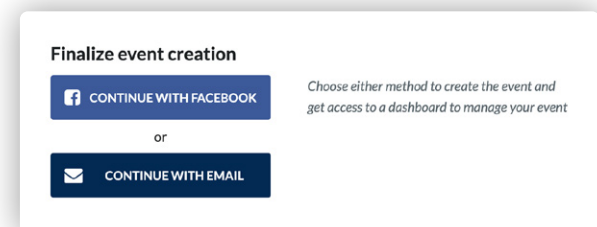
Once you’ve completed all fields to populate your event, you’re given the option to submit it using either your name and email address or using your Facebook as log in.

We strongly suggest you use your name and email. It is an easier and more secure solution than Facebook.

4. Verify your event

Once you submit your event, you’re not quite done!

After submitting, you’ll receive an email asking you to “verify your event.” Open the email, click on the link in the email to verify, and then your event will be live!



This final step is important—your event will not go live until you click that verification link in the email you receive from Mobilize. If you don't see the email in your inbox within five minutes of submitting the event, check your junk and spam folders.

Managing your event & your MobilizeAmerica account

MobilizeAmerica Dashboard

Once you click the link to verify your event, you'll be taken to your MobilizeAmerica events dashboard.

From here, you'll be able to manage your event, and, once you've set up multiple events, you'll be able to manage all current and past events you've ever posted on MobilizeAmerica.

From this dashboard screen click the  icon under the "Actions" column for an event to:

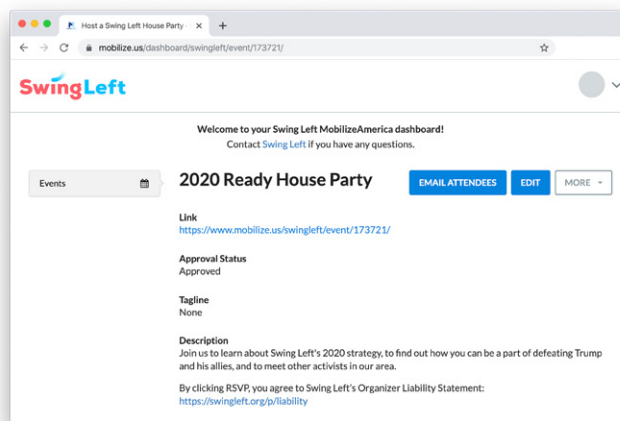
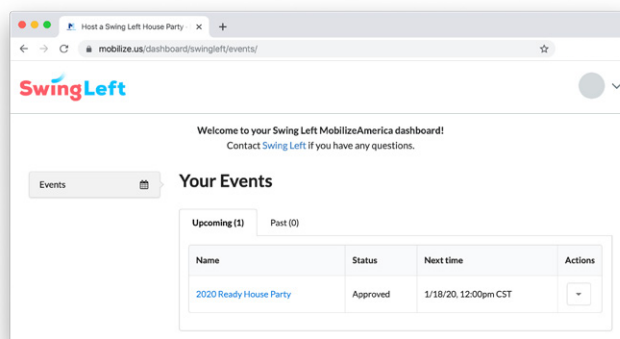
- **View published event:** This allows you to see and share the public link for your event.
- **Edit event:** This allows you edit your event.
- **View signups:** From here, you can view a list of all your RSVPs, contact them using Mobilize's built-in email tool, and manage RSVP status.
- **Delete event:** If you want to take your event down, you can delete it!

From this initial dashboard screen, you can also review your event by clicking on the event name link.

MobilizeAmerica event review page

You can perform several functions from this event review page, including:

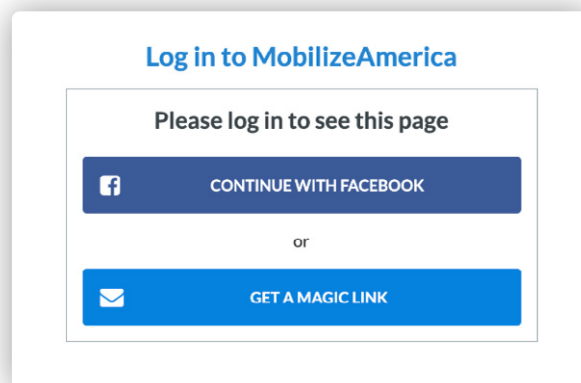
- Emailing your attendees (more on that below)
- Editing your event
- Deleting your event
- Viewing the public link for your event
- Viewing and exporting sign-ups for your event (more on that below)



Logging back into your MobilizeAmerica account

MobilizeAmerica is unique in that you don't use a password to log in. Instead, you visit mobilize.us/dashboard/swingleft (we recommend you bookmark this address) and, if you are not already logged in, you will be able to get a “Magic Link” sent to the email you used to create your event on MobilizeAmerica.

Check your email inbox for that magic link, and you'll be able to use it to log back into MobilizeAmerica.



Why a passwordless log-in system? This process is more secure.

If you set up your MobilizeAmerica account using Facebook, you can also recover your account by following the links for recovery via Facebook. However, again, we *strongly* advise against using Facebook—email is easier and more secure.

Viewing RSVPs and communicating with attendees

There are multiple ways event attendees receive information about your event—both through MobilizeAmerica's automated emails and from directly from you.

MobilizeAmerica automated communications

MobilizeAmerica does a lot of work on its own to ensure people who RSVP for an event end up attending that event and (we hope!) come back for more events.

Confirmation email

Upon signing up to attend an event, attendees receive a confirmation email from MobilizeAmerica. This email provides date and location information, as well as any additional information you added to the “Additional info for attendees” box when creating the event.

Reminder email and text

MobilizeAmerica also sends a reminder email and reminder text message to attendees—and they have data backing up the effectiveness of these reminders. A reminder email and text are sent the day before the event, and a second reminder email is sent the morning of the event.

The reminder email and text ask volunteers to confirm that they are still planning to attend and also gives them the chance to say they will no longer attend. Attendees also have the option to opt out of text message and email reminders.

You can view who has confirmed and who has canceled on the event review page (more on that in Section 3 below).

Event follow up, thank you, and closeout

All attendees (except those who canceled their RSVPs or opted out of SMS/email notifications) will also receive an email and text message after the event asking them to rate the event or say that they didn't attend.

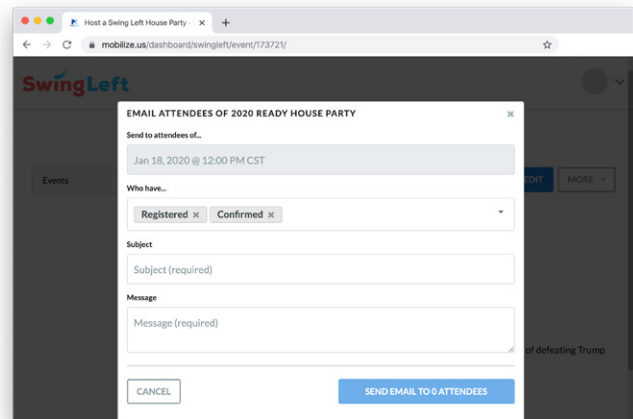
This gives hosts valuable data—feedback on their event from participants. You can view that feedback data on your event review page.

Pro-tip: To see what all of these confirmation and follow-up messages look like, [visit this page](#).

Emailing attendees

You can also send emails to attendees directly through MobilizeAmerica—without having to download the list of RSVPs and paste them into an email.

To email your attendees through MobilizeAmerica's built-in tool, visit the event review page and click the blue "EMAIL ATTENDEES" box. A pop-up will appear that allows you to filter who receives the email and send a custom note.



Viewing and downloading a list of sign-ups

You can also download a list of your sign-ups to contact them. Visit the event review page, scroll to the bottom, and click the blue "EXPORT SIGNUPS" box. A link will be sent to your email that will allow you to download a CSV file of RSVPs that you can open in a spreadsheet like Excel or Google Sheets.

Date	Time	Registered	Confirmed	Completed	Shift Ratings
Sat 1/18/20	12:00pm - 2:00pm CST	0	0	0	
Total		0	0	0	

Managing attendees and manually adding sign-ups

Updating attendee status

A helpful feature on MobilizeAmerica is that it sorts all respondents for an event into statuses that help keep track of who signed up, who confirmed, who canceled, and who attended. Attendees move throughout the various statuses based on responses they give to the automated texts and emails, but you can manually move respondents to a different status.

MobilizeAmerica sorts event RSVPs into one of three status categories BEFORE an event:

- **Registered:** Someone who has signed up for the event but not yet confirmed
- **Confirmed:** Someone who has signed up and confirmed their attendance
- **Canceled:** Someone who signed up but then canceled

And it sorts them into one of four categories AFTER an event:

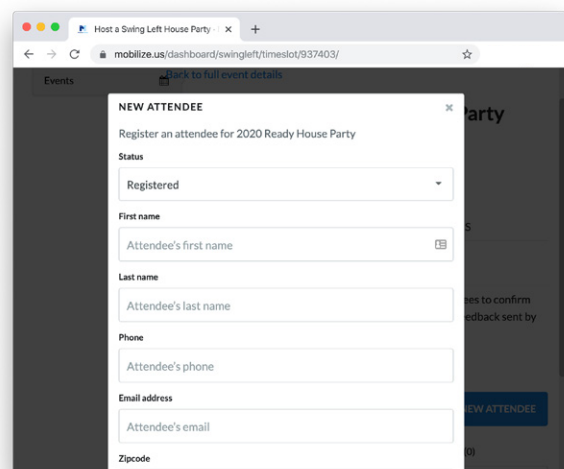
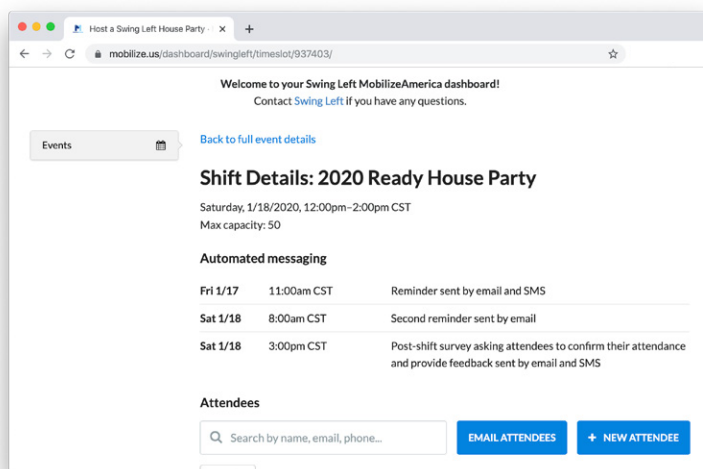
- **Completed:** Someone who attended the event
- **No-show:** Someone who signed up for the event but didn't attend
- **Attendance unknown:** Someone who signed up but it's unknown whether they attended
- **Canceled:** Someone who signed up but then canceled

To view and edit the status of your event's respondents, go to your [events dashboard](#), find the event for which you want to see sign-ups, click the downward facing triangle for that event in the "Actions" column, and then select "View signups." You can manually change the status of any attendee in the rectangular box to the right of each person's name.

Manually adding attendees

You can also add attendees manually to an event—without them having to sign up themselves. This is useful for when someone comes to your event who didn't respond or if someone who has responded asks you to add their friend to the list.

To make manual additions to the attendee list, go to your [events dashboard](#), find the event to which you want to add attendees, click the downward facing triangle in the "Actions" column, and select "View signups." From that page, click the blue box that says "+NEW ATTENDEE."



MobilizeAmerica Frequently Asked Questions

Once my event is published, where can I find the public link?

There's several ways to get the public link for your event. First, you'll receive an email from MobilizeAmerica right after you publish your event—that email will have the public link. You can also log into your [MobilizeAmerica dashboard](#), and get the link by clicking on the downward-facing arrow under the “Actions” column next to your event—select “View Published Event.”

How do I log back into my Swing Left MobilizeAmerica dashboard?

MobilizeAmerica doesn't use usernames and passwords for logging in. Instead, you log into your dashboard using a Magic Link.

To do this, visit mobilize.us/dashboard/swingleft (we recommend you bookmark it). From there, you'll be asked to give your email address so a Magic Link can be sent to you. Enter your email address, and then go to your email inbox. There should be an email from MobilizeAmerica waiting for you with a Magic Link to get logged in (give it a few minutes if it hasn't come right away).

I want to add the people who RSVP to my events to my group or my newsletter. How do I do that?

There's a few ways you can do this. One is to download a list of your attendees into a spreadsheet and then to upload them into your group manager tool or newsletter program. To do that, [log into MobilizeAmerica](#) (see the previous FAQ if you're having any difficulty), click on the event you want to download attendees for, scroll to the bottom of the page, and click the blue “EXPORT SIGNUPS” box. A link will be sent to your email that will allow you to download a CSV file of attendees that you can open in a spreadsheet like Excel or Google Sheets.

You can also use Swing Left's group tool to add attendees to your group and send mass emails. Visit the [groups page](#) to get started!

Can I customize the SMS and email messages that MobilizeAmerica sends to my event's attendees?

You can customize language that goes into the automated confirmation and reminder emails that MobilizeAmerica sends to your event's attendees. When creating your event, there's a box called “Additional info for attendees.” Whatever you put in this box will be included in the confirmation and reminder emails that MobilizeAmerica sends. (You can also still edit this information after creating your event. Visit Section 2 above for information on how to edit your event.)

You can also send additional emails directly to your attendees, either through MobilizeAmerica's built-in email tool or by downloading your RSVPs and sending a manual email. See Section 3 above for instructions.

You are not able to customize the SMS text messages that MobilizeAmerica sends, but attendees are able to opt out of receiving them.

Can you put me in touch with other hosts?

The best way to connect with other local volunteers is to join local groups and send out an email letting people know about your event. [Click here to join a group](#).

I'd like to keep my event small. Is there a way to limit RSVPs?

If you want to keep your event small, set an attendee limit in the "Max capacity" field in the event creation/editing page.

I'd like my address to be a bit less public. Is that possible?

Yes! When creating or editing your event, you can check the box that says, "Only attendees can see this location" so that the public link for the event won't display the address. People who RSVP will receive the address via an automated email only after they sign up for your event.

You can make your event private by clicking the box at the bottom of the event creation page, but that will mean other Swing Left volunteers won't be able to search for or sign up for your event.

Can I save a draft of my event?

The short answer is no. If you want to save the information you've put into your event but don't want it to be live on Swing Left's website until you have all the information you need, you can make your event private by clicking the box at the bottom of the event creation page.

Then, once you're ready to go live, just click the "Public" button.

**Have a question not answered in this document?
Email us at host@swingleft.org!**