

A banner with a dark blue background featuring a faint map of the United States. The text "2020 READY" is in light blue, "HOUSE PARTIES" is in large white letters, and the "SwingLeft" logo is in red and blue.

2020 READY HOUSE PARTIES SwingLeft

Thank you for hosting a Swing Left House Party! Working together, we have the power to unseat Trump, take back the Senate, and the State Houses key to rolling back Republican gerrymandering—all at the same time!

Event Goals

1. Bring your friends and new and old Swing Left Volunteers together to kick off the last year of the Trump Presidency.
2. Review Swing Left's Super State strategy and think through and plan the actions you can take to stop Trump and the GOP in 2020.
3. Deepen your understanding of the Swing Left Super States and Super State Strategy, including understanding our State House targets. Learn more about when actions have the most impact, and sharpen your focus on key districts or regions in each state.
4. Plan your next events to help flip the White House, Senate, and the State Houses —letter writing, registering voters, canvassing, raising early money, etc.

Resources

- [Host Guide](#)
- [Swing Left Winning is Everything video](#)
- [Swing Left 2020 Super State Strategy](#)
- [Super State 1-pagers](#)
- [Sign in Sheet](#)
- [Action Menu](#)
- [Swing Left Calendar](#)

- [Reflection Cards \(Color\) \(B&W\)](#)
- [Action Planning Worksheet \(Color\) \(B&W\)](#)
- [Event recruitment and promotion guide](#)
- [In-person recruitment guide](#)
- [Editable flyer for recruitment](#) *[make a copy of the document to enable editing]*

Planning and Promoting Your Event

1. **Choose a location** that will suit your event. If a public venue, ensure you will be able to reserve the space you need and get access to the venue's wifi.
2. Once you've confirmed a site and date, list your event on [Swing Left's calendar](#) so people in your area can find it. [Learn how to create a MobilizeAmerica event.](#)
3. **Invite your friends, family, and colleagues.** Learn best practices for how to do this in the [Swing Left Recruiting and Promotion guide](#).
4. **Recruit for your house party** at marches, rallies, and other large events. Here's a [helpful guide](#).

Getting Ready for Your Event

- **Review the [sample agenda](#)** below and use it to customize one for your event. Share your version with anyone helping out during your event.
- **Gather materials:** Make sure you have a [printed sign-in sheet](#) to track attendees, a pair of scissors, and the following items:

One for each guest	Enough for groups of 3-4 to share
<ul style="list-style-type: none"> • A printed agenda • A pen • A name tag • A Reflection Card (Color) (B&W) 	<ul style="list-style-type: none"> • Super State Strategy • Super State 1-pagers • Swing Left Electoral Calendar • Action Menu • Action Planning Worksheet

- **Prepare and arrange your space** (chairs, materials, etc.).
- **A key part of this event is watching an online video.** Make sure you've got a computer, projector or internet-connected TV ready and available to watch. Make sure your wifi is working and test streaming a video. Don't forget to test the sound. Test [the video](#) ahead of time.
- **Buy or make snacks and beverages** if you'd like to provide some (although it's not required). Feel free to ask your attendees to bring a snack to share.
- **Post the agenda and event goals** on big paper (butcher paper or sticky chart paper works best) or print them for each attendee, so everyone can see them.

Hosting Tips

- **Be inclusive and connect with guests.** Greet each person when they arrive, sign them in. Introduce people to each other and genuinely get to know people by asking a few questions.
- **Delegate tasks to other people.** Give people roles so that you're not the only one doing all the talking. Ask someone to lead the calendar creation section or to help review next steps.
- **Stay on schedule.** Start on time and follow your event agenda. It's fine to keep questions and answers short so that you keep moving and don't keep people too late.
- **Get specific commitments** for upcoming activities. Delegate specific tasks to attendees. For example, if you plan a letter writing party, ask for volunteers to bring stamps and envelopes or to help with printing. Having a role in the event increases the likelihood people will show up.
- **Be positive and constructive.** Keep the tone upbeat—this is an exciting, fun, and participatory event!
- **Show everyone what Swing Left's movement looks like!** Share a group pic, video or anecdote from your event on Twitter, Instagram, or Facebook (or all three!) Using the hashtag and @ below will help Swing Left retweet/repost!
 - Use the hashtag [#2020Ready](#)
 - Tag Swing Left with [@swingleft](#)
- **We'd also love to get action shots of your parties to share with our press partners.** You can send photos to us at press@swingleft.org, and please include the city and state of the party.

Follow up with Attendees

- **Post your newly planned event on [MobilizeAmerica](#).** If you planned a voter registration by mail event, [click here](#), a canvass, [click here](#), a fundraiser, [click here](#).

- **Send a thank you email** to all attendees after the event. Share the plan you developed for your first event.
- **Make note of the follow-up commitments** volunteers make at the outset, and remind them in this exchange.
- **Close out your event by updating who attended and who didn't in MobilizeAmerica** based on your sign-in sheet data. You can also add attendees who didn't sign up ahead of time. Check out the [MobilizeAmerica guide](#) to learn how to manage your attendees. This process helps us track how many people came to events across the country and will allow you to follow up after the party.
- **Look out for a short post-event survey** for hosts and attendees that will be sent by email. We want to know how your event went and help with any next steps.

Detailed Sample House Party Agenda for Hosts

(These are sample times—feel free to adapt to what works for your event. The main meeting is 1.5 hours)

Goal of agenda: Walk through the Who, What, Where, When, Why, and How of what winning in 2020 means. Help volunteers make their own plan for 2020 activism. Leave the house party with clear next events to continue the work to Take Back All the Houses—leave feeling ready for 2020!

Arrival and Introductions (~15 minutes)

Materials Needed: Sign-In Sheet

- Make sure everyone signs in on a sign in on a sign-in sheet. Give people a few minutes to mix and mingle. Play some music or have some ice breaker questions posted to get conversations going. Remember, part of your role is to create a welcoming environment! Potential icebreaker questions could be:
 - What motivated you to come today and get involved?
 - How are you feeling about 2020 and the work you're going to do?
 - What was one way you contributed to taking back the House in 2018?
 - **Pro tip:** tell your guests to limit their responses to 1 minute so they don't run out of time.
- When you are ready to begin, start by introducing yourself and your motivation for having the event (to get ready for 2020!). Then briefly review the agenda.

WHY is it important to be 2020 Ready? Because Winning is Everything! (~10 minutes)

Materials Needed: Link to "Winning is Everything" Video; Reflection Cards

- Watch the national Swing Left video talking about the importance and urgency of 2020.
 - [Use this link](#) and make sure to broadcast to a large screen or projector.
 - The video is ~3 minutes and should get people fired up about everything at stake this election year.

- Take some time for the group to reflect upon everything that is at stake in 2020. Attendees can spend some time reflecting on these questions by writing their answers on the Reflect and Visualize sections of the 2020 Ready Reflection Cards ([Color](#)) ([B&W](#)). Some questions to guide the discussion:
 - Why is this the most important election of our lifetime?
 - How did you feel in November 2016? How have you felt since then?
 - How do you WANT to feel in November, 2020?

WHAT does it mean to “win everything”? (~7 minutes)

Materials Needed: Super State Strategy

- Take some time to define “winning everything” as a group. What does this mean to everyone?
- Explain that “winning is everything” translates to winning All The Houses - key state leg races crucial to ending Republican Gerrymandering; the White House; and the Senate.
- Review the Swing Left [Super State strategy](#). Explain this as the path to victory to curbing Trump and the GOP in 2020 and winning the races we need to win.

WHERE do we win everything? (~7 minutes)

Materials Needed: Super State 1-pagers with State House Targets

- To maximize your focus and input on the key races in 2020, encourage your group to adopt not just one or more Super States, but one or more key state legislative districts as well - regions where one voter can have an outsized impact on election results. Attendees can review the [Super State 1-pagers](#) to help choose their target.

HOW do we win everything? (~10 minutes)

Materials Needed: Swing Left Menu of Actions, Reflection Cards

- Explain Swing Left’s [menu of options](#). These are the various actions we all can take to win everything in 2020
- Discuss the different actions individuals have taken in the past. Ask people what actions they are most excited about taking in 2020.
- Take some time for attendees to fill out their Personal Action Plan on the Reflection Cards ([Color](#)) ([B&W](#)). Have them summarize their Personal Action Plan on the bottom of the Reflection Card sheet, cut on the dotted line, and post the bottom portion on a wall, window, or big piece of paper so everyone can review each other’s plans!
- For smaller groups, go around the room and ask folks to share their action plans briefly. For larger groups, you might do this in smaller groups of 3 to 5 people.

WHEN do we win everything? (~7 minutes)

Materials Needed: Swing Left 2020 Calendar

- Different tactics have different impacts depending on when they occur in an election cycle. Use the [Swing Left 2020 Calendar](#) to get a sense of when key national and regional dates fall, and how that can help you plan actions for 2020

WHO is going to win everything? (~3 minutes)

Materials Needed: None

- This isn't a trick question! Remind people that it's them—and thousands of people like them in living rooms, libraries, cafes, and community spaces around the country - who will step up this year to win in 2020.
 - Remind people that ANYONE can do this work, so if they have a friend, family member, or co-worker who is on the fence, they should bring that person to the next event. Action is a great antidote to anxiety!

Planning and next steps (~15 minutes)

Materials Needed: [Swing Left 2020 Calendar](#); [Swing Left Menu of Actions](#); [Action Planning Worksheets](#)

- You've talked about the who, what, where, when, why, and how you're going to help win in 2020. Now it's time to get into the details and assign some ownership.
- The first question to answer is when you're going to start. Take a look at the [Swing Left 2020 Calendar](#) and select a date and location for your first action.
 - **Pro tip:** *It's hard to get consensus on the spot - so come into the meeting with a tentative plan established and get feedback and buy-in from attendees, rather than trying to develop a plan from scratch in the room.*
- Plan actions over the next six months. This will give you and your group plenty to do until the Democratic National Convention in July, 2020.
- Use this Action Planning Worksheet ([Color](#)) ([B&W](#)) to plan your event and try to get others to own actions so you're not doing everything yourself.

Closing (~10 minutes)

- **Review next steps:**
 - When and where is our next event? How about the event after that? Pass around a sign-up sheets!
 - Review the Action Planning Worksheet ([Color](#)) ([B&W](#)). so everyone clear on the commitments they made and when they need to be done by?
- **Do a quick closing:** Ask each person to share how they feel about 2020 now that they've gone through this process (and their name again!).
- **Thank everyone for coming** and remind them of the overall goal: Win everything to stop Trump and the GOP in 2020!