2012 Election Community Party Program

Purpose of the 2012 Election Community Parties
1. Get local MoveOn members fired up for the election by connecting and building a community to stand up for the 99%.

2. Share and discuss MoveOn’s 2012 election strategy to defeat the 1% in November and fight back against Republican voter suppression.

3. Ask members to commit to register and turn out voters and expose Romney as the 1% candidate in this election.

Party Tips
Tailor what this program for your party. Since there are so many parties, it’s difficult to come up with a single program that works for every party. As a host, you should use what follows as a general way to approach your party -- there are optional suggestions for you to use or not.

Keep the party fun for everyone. We want the parties to be a place for folks to get to know one another and have fun. If someone’s talking a bunch and keeping the party from moving along, it’s OK to ask your guest to step back so that others can speak or you can move forward.

1. Welcome and time to socialize (time: 20–25 minutes)
Kick the party off with a quick welcome and ask people to socialize in small groups and share what has them fired up this election.

For the welcome, say who you are and a few words about why you’re throwing the party (in addition to “because MoveOn asked a bunch of times”).

Optional ideas for this section:
As icebreakers to help get the conversation going, encourage guests to get answers to these 3 questions from as many other guests as they can:

- What scares you about a Mitt Romney presidency?
- What are you fired up about this election?
- How will you celebrate if the 99% win big this election?

2. What’s MoveOn’s strategy this election? (time: 20–25 minutes)
These are “election parties,” so it’s important to talk about MoveOn’s 2012 election strategy. We want partygoers to leave able to recruit their friends and family to join the fight to win the election for the 99%. That’s hard to do if they haven’t heard anything about the strategy.

The overview of MoveOn’s national strategy for the 2012 election doesn’t include every detail. In fact, some planning is still happening, and there’s flexibility cooked into the strategy so that we’ll be able to jump on hot opportunities. We’re also in the process of testing innovative approaches to voter registration, and that aspect of the plan is evolving as we learn what works best. It’s likely that some of the questions you and your guests will have are the same ones being figured out. Any ideas and questions that emerge at your party can be submitted in the post-party survey or sent to campaign2012_help@moveon.org.

Listen to or Read MoveOn’s 2012 Election Strategy (5 minutes)
To play the election strategy by phone or computer, follow either of these steps:

- On your computer, click here: http://www.moveon.org/?r=277788
- On your phone: Dial 1 (888) 550-5602, press #1 on your phone, and enter recording code 80042 66226.
You can also read the strategy overview out loud (just practice reading it a few times beforehand). A written version is available in the party guide at www.moveon.org/team/campaigns/2012party/guide.html

**Strategy conversation—Comments, Questions, and Ideas (10–15 minutes)**

After you play or read the 2012 election strategy aloud, open the floor for reactions. This is a great space for comments, questions, and ideas from your guests. For larger parties, have people break into smaller groups for this section so that more people have a chance to engage in the conversation.

**Encourage everyone at the party to sign up to volunteer for the election.** (5-10 minutes)

From now through the election, there will be various opportunities to help the 99% fight back. Here are a few ways MoveOn members can step up and help:
- Host call parties to register and turn out voters.
- Attend call parties to register and turn out voters.
- Make calls from home to register and turn out voters.
- Help organize a Romney protest.
- Contact or talk to the media about our election work.

**If you have a computer nearby or people have smart phones, encourage people to sign up to help out during your party.** Here’s the sign-up page: http://www.moveon.org/2012eteam/

Everyone who signed up will get an email after the party directing them to the same page, so don’t worry if you don’t have a computer available to use.

**Optional ideas for this section:**

- Use these questions to help guide the conversation:
  - What excites you about this strategy?
  - What questions does the strategy raise for you?
  - If we just found out that Mitt Romney was coming to our town in two days for a fundraiser, what could we (people at your party) do to expose him to the media and voters as Mr. 1%?
  - What would happen to our community if Romney and the 1% win in November?
- Set up a volunteer sign-up station at your party so that people can volunteer throughout the party.
- Set up a computer and a sign to let folks know where they can sign up.
- Take action during your party! Encourage anyone who uses Facebook or Twitter to send a message to Mitt.

### 3. 2012 Election Game Quiz (10-15 minutes)

The quiz questions are available in the host guide at www.moveon.org/team/campaigns/2012party/guide.html.

You can read these aloud and answer together at the party, or have a fun team competition. If you have more or different questions to use, go for it!

### 4. More partying! (30 minutes or more)

After the 2012 Election Game Quiz, you and your guests can get back to casual conversation—about the election, what’s happening locally, or good books or TV shows you’re into these days.

If you and/or others at your party are interested in getting together again, check out whether there’s a local MoveOn Council in your area to join. If there isn’t one, you can start your own team of MoveOn members who take action locally. Anyone interested should go to www.moveon.org/team.

Before your party wraps up, make a final announcement to remind everyone to respond to the post-party email from MoveOn to sign up to volunteer for the election—and thank everyone for coming out!