



Sister Gatherings

The sister gatherings are our way of showing the establishment, the progressive movement, and Bernie how broad and deep the support for a new party runs. At the end of the conference, we'll put out a press release reporting on how many we hosted and in how many different states. Having dozens of simultaneous conversations across the country about starting a people's party will be a political earthquake in this country.

Preparing For Your Event

Plan your event for **Sat., Sept. 9 at 7 pm EST**. Open the doors half an hour to an hour earlier to give people time to arrive, get settled, and to get to know one another before the town hall.

If you are coming to Washington D.C. for the conference, find a volunteer in your area who can plan a gathering.

Selecting a Venue

The first thing to do is decide on a venue. Many people will host their events at their homes, which make great places to host regular meetings afterwards. If you want to build a bigger crowd, consider finding something larger – a community/recreation center, college campus, or a union hall. Just make sure you run through this checklist when selecting a venue:

1. Your venue **MUST** have access to WiFi.
2. Plenty of space for attendees! It's important that folks are comfortable.
3. A projector or screen to properly display the video stream. This does not have to be a big, fancy, movie theater-like screen. It can be a TV with an HDMI or VGA cable or your laptop screen! Just as long as everyone can see it.
4. A quiet place that allows for discussion after the event.

Promoting Your Event

1. Post your event on our Events Map at draftbernie.org/events.

2. Send a mass BCC email to all of the Draft Bernie volunteer sign-ups in your area plus other local progressives inviting them to the watch party. Send personal emails a couple weeks before the event reminding them.
3. Call through the Draft Bernie volunteer sign-ups in your area (the Relational Database will be very handy for this). Text people a couple times prior to the event.
4. Create a Facebook Event. Boost it by \$5-\$10 and targeting your city or area, it will reach thousands.
5. Post the event on your state's FB group page. Contact one of the group admins and ask him/her to pin it.
6. Post it to all social media platforms; use FB Messenger to invite people you know.
7. Effective recruitment is all about personalized contact. Reach out to other progressive groups including national chapters, local groups, and campus clubs to invite them.
8. Print some flyers and pin them to bulletin boards around town and on local campuses (Political Science is a great department to target).
9. The most effective way to get the word out about your event is to call people you know and ask them to join you. Text messages are also very effective. Don't make assumptions about who is and isn't interested in attending your event. You may be surprised at who accepts your invitation. Cast a wide net – the worst that can happen is that someone you invite says 'no'.
10. Another very simple way to get the word out about your event is to email your friends and family. Individual email invitations are most effective, but mass emails can also work.
11. Getting everyone in one place is ideal. But if you start planning at one home and your event grows too large for it, you can select a second home to host a concurrent meeting.
12. Once your event is posted to the map, we will start sending out emails to all petition signers in your area to join you at the gathering.

Hosting Your Event

Once you've prepped and promote your event, you're ready to host. Across the country, Draft Bernie will be having their events at the same time. This is going to be an incredible and unprecedented moment!

If you choose a venue that is not your home, and the venue doesn't have a screen and speakers that can connect to WiFi, then you should bring your own setup. Organizing in a home is much simpler. You will need a sign-up sheet as well as volunteer forms that can be [found here](#):

When your guests are relating their personal stories, don't be afraid to gently but firmly cut them off if they go past their 5 minutes.

Some people will not stay for the discussion after the Town Hall. Tell them you'll be in touch in a couple days and thank them for coming.

Agenda

Times are in EST.

- 7:00 pm Guests arrive and sign in on a sheet that includes email and telephone number
- 7:10 pm Introduce yourself and relate your personal reasons for getting involved in DB
- 7:15 pm Personal stories--Ask for 4 volunteers to talk about why we need a new party
- 7:20 pm Personal stories (5 minutes or less each)
- 7:40 pm Preview Town Hall topic: "Should we continue efforts to reform the Democratic Party or start a new people's party?"
- 7:45 pm Food--ask people to eat before livestream begins.
- 8:00 pm Town Hall livestream
- 9:30 pm Discussion--involve as many people as possible.
- 10:15 pm Vote on document provided by Draft Bernie.
- 10:25 pm Discuss next steps in going forward to a people's party.
- 10:45 pm Set date and time of next meeting.
- 10:50 pm Ask for hand raises on whether to make it a potluck or order pizza. The most successful events involve food.
- 10:55 pm Settle on fair cost of any food to be ordered as well as beverages, incl. alcohol.
- 11:00 pm Thank guests for coming and being part of the DB revolution!

Chapter Building and Volunteer Retention

1. Follow up two days after the livestream with every person who was in attendance. Use text, which is an easier and more popular way of communicating than phone or email for gatherings that are going to be held on a continuous basis. Remind them of the next meeting time, food provided and any associated costs.
2. Reach out to other DB leaders who are already doing chapter building such as Bill Kildall in Washington State drwmkildall@gmail.com , Eve Lee evelee1@gmail.com and Jim Boydston operatenor27@gmail.com in San Diego.
3. At the first chapter meeting, reach a consensus as to how often meetings will be held. Also decide on length of meetings; if a meal is involved, make it two hours, if not, 90 mins is fine.
4. Have election of officers if team is bigger than 10.
5. Write bylaws that support your organizational structure and rules for operation that fit your state's ballot access laws.
6. Ask people what they would like to see in the platform.

7. Try to keep the discussion positive, forward-looking and action-oriented rather than spending too much time bashing the Dems.
8. Discuss how you can meaningfully get involved as a team in your community and gain recognition as an organization that stands for the people.

That's it! Have fun and give us feedback. Don't forget to take a group photo! Reach out to your national organizer if you have questions. Thank you again for joining with people across the country for this historic moment in building the people's party that will lead us into the future.

