It’s Debate season! The debates, with a wide field of presidential candidates, provide great opportunities for CWA Districts / Locals to rebuild relationships with disengaged activists, learn where candidates stand on CWA priority issues, and inject issues into the debates.

This is also a great excuse to have a watch party! Do you have CWA members who like your posts on social media but haven’t shown up to District / Local meetings? Or folks that were really engaged but got too busy? A watch party is an excellent opportunity to not just bring in some new faces, but re-energize and re-engage previous involved activists. Just like with any big event, debates are much more fun to watch with fellow CWA activists.

To host a debate watch party, all you need is a TV, local union hall / community space, and your activists. There are a lot of ways to get creative with your Debate Watch party, but the basics are simple. First, do a quick poll with your activists to find out which debate(s) / date(s) are most convenient for them. Just make sure there’s a TV or projector that can stream the debate.

Once you have the details set, create a Facebook event page. Putting your Debate Watch Party on your District / Local Facebook Group page is a great recruitment tool because it allows for members of your group to learn about your event.

Next, you’ll want to make a recruitment plan. Start off by setting a goal. How many activists do you want to have at your party, and more specifically, how many dropped-off activists do you want to re-engage? Then work backward from this goal to plan out your recruitment. By being intentional about your recruitment, you’ll be able to re-engage your activists.
RECRUITMENT

Use your first week to plan your outreach and send initial invitations. Start by blasting the invitation to your District / Local email list, and posting it on your District / Local Facebook Group page. Your goal here is for your activists to see and get the information, and start thinking about your debate watch party. See template below.

Initial Email Template

Hi [NAME],

I wanted to send you an invite to our [District/Local] Debate Watch Party. The debates are a good way to elevate important issues our [District/Local] has been working on, hear from the candidates, and learn from each other.

I'm so eager to see you and continue our conversation about [XXXXXXX].

Here are the details for the event so you have them handy:

Date:
Time:
Location:

(You can also include the Facebook Event / CWA App URL for activists to RSVP)

See you there!
[YOUR NAME]

Follow-Up Email Template

Send a follow-up email or Facebook message to each of your activists with a personal message about why they should attend. Use whichever medium your activists engage with the most. And when in doubt, over-communicate. If you are emailing your activist, a best practice is to forward the original invite with the follow-up email.

Hi [NAME],

I wanted to make sure you saw this invite to our [District/Local] Debate Watch Party for the [DATE OF EVENT] debate! These debates are an important moment for presidential candidates to share their vision for our country and are a lot more fun to watch with fellow CWA activists. I know we haven't chatted in a while, but I'd love to reconnect and let you know about our [District/Local] activities. Can you make it?

Here's the Facebook Event and/or CWA App Link to RSVP [EVENT URL]

Hope to see you there!
[YOUR NAME]

PS: One last thing, would you be able to [Help sign in guests, help set-up]?
(This ASK (PS) should be sent only to activists you think would be willing to help)
Sample Text Script
Hi [NAME], it’s [YOUR NAME] from [CWA LOCAL XXXXXX]. Just sending you a quick reminder about our Debate Watch Party on [DATE]. Can’t wait to see you and chat more about our [District/Local] activities. Do you need the address or any other details?

Phone banking

It’s time to hit the phones by the second and third week! Your goal is to have a personal conversation with anyone who has yet to reply to your email or Facebook messages (if you have their phone number) and/or who has told you no but you still want to re-connect. Depending on how activists reacted to your email push and your next ask, conversations will vary. For example, if the activists did not respond or said no, you can invite them out for coffee to catch up, talk about the District / Local, and find ways to get involved. Below is a sample phone script. The most significant thing about these conversations is to ask questions, learn about the activists, and make a specific ask.

Recruitment Phone Bank Script

Hi, is [NAME] there? Hi [NAME], it’s [YOUR NAME] from [DISTRICT/LOCAL]! How are you?

I’m calling to follow-up on our debate watch party coming up, but before I jump into that, I haven’t seen you at a District / Local meeting in a while! How have you been?

[Ask a few questions to dig into the activist’s experience with the District / Local. What was the last action you went to? How was that experience? What issues are making you mad lately?]

Yep, you are so right. I can’t even read the news without feeling so mad at our president and the state of our country. That is why I find so much value in our CWA District / Local events. I get to meet new like-minded activists, build strong relationships, and take actions that make a real difference. [Talk briefly about one of the District’s / Local victories.]

If the invitee has not RSVP’d yet

I wanted to follow-up about the debate watch party. I’m so excited to see how the candidates stack up on the issues that we care about. And it’s a great reason to bring our District / Local together. You are exactly the person I need to meet or reconnect with because [draw on your conversation for a specific reason like “you understand the issues that we are fighting about like...” or “you totally get the power of collective action like...”]. Can you be there?

Thank you so much for chatting tonight. I’m so glad we got a chance to talk, and I’m looking forward to seeing you soon!

If RSVP’d NO!

I’m so bummed you can’t attend the debate watch party, but I’m still so glad I called! I’m working hard to reconnect with all the members of our District / Local to make sure that we are building the strongest team of activists going into 2020. You’re exactly the person I need to meet or reconnect with because [draw on your conversation for a specific reason like “you understand the issues that we’re fighting about like...” or “you totally get the power of collective action like...”]. Can I take you out to coffee next week to pick your brain and tell you about our District / Local activities?

[Plan a date and meeting place.]
The 2016 election cycle was difficult and harmful in many respects, but one of the most enduring challenges is that it has left so many of us afraid. In 2018, we elected the most diverse Congress in our country's history. But we know the stakes are high as we look forward to 2020; all too often we are driven by our fears about our country's future, not our hopes.

**Evaluating Debate Performance**

The Democratic nominee will need to articulate a real vision, inspire a multi-racial coalition, move bold policy platforms forward, and resist the divisive rhetoric of the Right in order to win in November 2020.

In evaluating the debates, we will be looking at how candidates respond to key questions about issues important to CWA: Jobs, Labor, Democracy Reform, Wall Street Reform/Tax Fairness, Work-Family Balance for All, Health Care, Trade/Foreign Policy, Immigration, Criminal, Racial, and Economic Justice.

We have developed worksheets to help you evaluate how you believe candidates are performing on CWA’s key priority issues. Under each issue, you’re going to find key points about what we believe are excellent responses (**A+ Answers**) to the issue.

Take notes as you hear the candidates talking about which issues you find engaging and which disappoint you. We also know that these are not the only significant issues—and certainly aren’t necessarily the issues most important to you and your District / Local. So, we also left room for notes on other issues that are of great importance to you and your District / Local.

Taken together, these worksheets are intended to offer you a space to assess candidate performance during the debate and begin separating the candidates that make you most excited to participate in next year's presidential election. They’re going to be useful to look back on and see how your views on the candidates have (or haven’t!) evolved over time.

**SHARE BEST MOMENTS FROM THE DEBATE WATCH PARTY**

Share pictures of your debate watch parties and worksheets on Twitter and Facebook, with [#CWA2020](https://twitter.com/hashtag/CWA2020). Be sure to tag [@cwa_political](https://twitter.com/cwa_political) on Twitter, so we can re-tweet you, and to post on the [CWA Political](https://www.facebook.com/CWAPolitical/) Facebook page. Stay connected by signing up to receive texts by texting “CWA 2020” to 69866.
#TWEETING MODERATORS

We are responsible for ensuring our members know how the next US president will limit the influence of big money and special interests, as well as all the other priority issues that CWA cares about—Jobs, Labor, Democracy Reform, Wall Street Reform / Tax Fairness, Work-Family Balance for All, Health Care, Trade / Foreign Policy, Immigration and Criminal / Racial Justice.

Send a tweet to tell the moderators of the next Democratic Presidential Debate to #AskAboutLaborIssues #AskAboutDemocracy #AskAboutTaxFairness #AskAboutHealthCare #AskAboutTrade #AskAboutImmigrationReform #AskAboutEconomicJusticeReform

**Sample Tweet / #Hashtags!**

The rights of workers are important in 2020! Please #AskAboutLaborIssues at the #DemDebate.

**Please don’t forget to give out each moderator’s Twitter handle at the start of the watch party.**
SAMPLE AGENDA

It's Debate Watch Party time! Your guests are mingling. There are new faces, old faces, and faces that you haven't seen since the Trumpcare and/or the TPP fight! So, how do you make the most of your watch party and keep your activists involved? Here's a sample agenda for starting your party.

- **Prepare your materials:** Before the party starts, make sure you're all set up and have some fun items available. There are so many ways you can get creative with materials. You can hand out bingo cards right before each debate that you can use throughout the party. And don't forget to distribute / announce the Twitter handle of each moderator at the beginning of the watch party.

- **Greet your guests:** Assign 1-2 people from your District / Local to be the designated greeters. These are your friendliest activists who always know how to make someone feel comfortable. Give them a sign-in sheet and a clipboard (or laptop) and task them with signing-up everyone. Make a point to introduce them to any new faces and connect activists who haven't met before. While activists may have differing opinions about candidates, it's important that we're all engaging in a constructive primary and ultimately all support the eventual nominee.

- **Welcome and Icebreakers:** Once everyone has had a chance to mingle and settle in, welcome everyone to your Debate Watch Party. Introduce yourself, your District / Local, and give a short summary of what your District / Local has been able to accomplish this past year (e.g. state call center bill, summer of no more offshoring, calls in the field, etc.); go over the Evaluation / Digital guidelines and Debate Night worksheets. Remember, a lot of these activists have dropped off over the last year, so this is your chance to highlight any activities your District / Local may be working on. Then ask everyone else to introduce themselves.

  **Sample Icebreakers:**
  - What's the one thing you want to see most in tonight's debate?
  - If you could instantly become an expert in something, what would it be?
  - If you could add anyone to the NLRB, who would it be; why?
• **Debate Night Worksheet:** Who doesn’t like a little low-stakes homework on debate night? We’ve created a worksheet to help you track where the candidates stand on the issues important to you and your District / Local!

• **Watch the debate:** This is it. Pull up a chair and watch the debate! **Pro-tip:** This is the right time for snacks or appetizers. Plus, sharing food builds community.

• **Get Involved/PAF Pitch During the Debate Break:** This is a perfect time to ask your members to get involved with the CWA 2020 political program by Texting CWA 2020 to 69866 to Opt-In and contribute to PAF. Make a direct ask, describe what support is needed, and what your District / Local will be able to do with these resources.

  See the following “**Asking for Support**” section for more information.

• **Call to Action/Video Interview:** Before everyone leaves, make a pitch for your next action. Yup, never let them leave before the next ask. You can invite them to an action you have planned or invite them to attend the next District / Local meeting. In addition, interview some activists by asking them about the issues and/or questions they wish were asked or discussed during the debate. Lastly, tell them to be on the lookout for a post-debate survey (either via email/text).!

• **Clean up:** Parties aren’t any fun when you’re left with a dirty union hall. Enlist 1-2 people from your District / Local to help you clean up.

• **Follow up:** Over the next few days, call and email all your attendees to thank them for coming to the party, set up a 1:1 meeting to dig more into their motivation to do this work, and invite them to your next District / Local meeting.
AS友们 FOR SUPPORT:  
TO GET INVOLVED IN CWA 2020 AND/OR GIVE TO PAF

Debate watch parties can be a perfect opportunity for organizing activists for CWA 2020 and/or raising money for PAF. Debate watch parties are also about building relationships, a key component for raising funds / organizing opportunities.

Make the pitch part of the agenda for your watch party. Be deliberate and direct asking activists to get involved and to give to PAF. Remember, you are just giving your activists another chance to support the political efforts of CWA. Here are some tips to make your request as efficient as possible.

1. To make an “ask,” some people get nervous, so practice the exact language you’d like to use in advance. You can say: “We would like to invite you to sign-up for the political program of CWA by Texting CWA 2020 to the number 69866 to Opt-In” or “We need to build our Political Action Fund to elect pro-worker candidates. Across the union, members are signing up to the PAF at $10 per week. Can you sign up to PAF at $10 per week?”

2. Ask and wait. Give activists the chance to respond after you make a direct ask. At first, asking can feel uncomfortable, so be mindful of wait time and don’t talk yourself out of it.

3. Setting suggested levels of involvement with the 2020 program and/or contribution and/or clarifying what you can achieve with their involvement and/or different levels of giving will encourage individuals to get more involved and/or give at higher levels. Where possible, you can tailor your ask for getting involved and/or contribution levels to the individual you’re asking based on previous support.

4. To sign-up activists to our CWA 2020 program and take in contributions, we recommend having enough sign-in sheets and PAF cards available.