



Creating Mobilize Events

Event Title

Make sure your event title is short, but descriptive enough to catch the attention of viewers online. Don't just throw the name of the activity into the event title without some indication of **who** is hosting the event and **where** the event will take place.

Example: "Community Canvass" vs "Register 46 - Greenville Community Canvass." Using TAGS will also help people to find your event!

New scheduled event

Basic information

Event name *
Register 46 - Greenville Community Canvass

VAN event name (optional)

Type*
Canvass

Tags (optional)
Voter registration × Voter Engagement × | ×

Customize VAN Settings (for this event only)

Event Description

Make sure your event description is lively, exciting, and **descriptive**. Volunteers who sign up should be aware of **when** the activity will take place, **what** exactly they will be doing, and any fun or interesting details about the event/activity. While it might seem redundant to add the date and time in the description, it can help someone decide to actually sign up and to remember when to show up.



SCDP | Register 46 Creating Mobilize Events

Event details

Add video call details to individual timeslots to make it easier for your supporters to join. [Learn more](#)

Event description *

Join us in cooperation with It Takes a Village & Kamise Washington to help register voters! We will set up a table during the We Stand United Community Cookout on July 10th

Details shown to supporters on the action page. Include language that will motivate them to join. What is the importance of participating? What will they be doing? Format this text using [Markdown](#).

How to prepare (optional)

Please wear accurate clothing for weather as we will be outside but we will set up a tent for over the head cover. Tell everyone who has not registered to vote to come by and register! Especially people living in the Wedgefield, Dalzell, and Cherryvale communities.

Private Details/Personal Message

This field is the information your volunteer will receive in a confirmation email after they sign up for the event. This is your opportunity to provide them with any relevant information they will need to prepare for the event. Make full use of this opportunity you have to provide instructions for the volunteer to ensure that they are ready and prepared to participate! If they will be phonebanking or canvassing, it is best to give them the information they will need to set up their login and/or download a necessary app in advance of the day of the event.

Private Event Details- [CONTENT EXAMPLE]

[How to prepare \(optional\)](#)

Thank you for signing up for our day of action! We really appreciate your participation in voter registration!

To prepare for the canvass:
Please have a mask and a charged mobile device with the [MiniVan](#) app downloaded when you arrive.

Wear comfortable shoes and clothes. You will be walking door to door and will need to be comfortable.

[Bring a friend if you can! The more the merrier! Please have them sign up on](#)

Private details sent to supporters after they sign up. What should they do to get ready? What devices can they use to join? What equipment or materials should they have?



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Example Text

Thank you for signing up for our day of action. We really appreciate your participation in voter registration!

To prepare for the canvass:

Please have a mask and a charged mobile device with the MiniVan app downloaded when you arrive.

Wear comfortable shoes and clothes. You will be walking door to door and will need to be comfortable.

Bring a friend if you can. The more the merrier! Please have them sign up on the event link hosted on Mobilize. For your convenience, here is the signup link:
[Insert Mobilize link]

You can also SHARE the above link on your social media.

Follow SCDP on social media to stay informed of exciting updates:

SCDP on Facebook: <https://www.facebook.com/southcarolinadems>

SCDP on Twitter: <https://twitter.com/@scdp>

SCDP on Instagram: <https://www.instagram.com/southcarolinademocrats>

Set up your action ID that you'll need to use the MiniVAN app by going here and creating one:

<https://accounts.ngpvan.com/Account/RegisterPrivate>

NOTE: Mobilize will automatically convert URLs to hyperlinks, so that's handy.

Bring a Friend

To add the link at the prompt to "bring a friend", you must first CREATE the event, then EDIT the event again to insert the link for your newly created event. The link doesn't exist until you create it, so you'd have to edit the event again once you have a URL to add.



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Attendance Confirmation Message

The day before the event, Mobilize will send...

- Attendance confirmation message
Ask supporters to confirm attendance, reduces no-shows

[Add custom message](#)

Customize attendance confirmation message

Mobilize already includes event details, including “How to prepare” information, in this message. Links to join appear in other messages sent before the event, so sharing them here may not be necessary.

Message (300 characters max)

0 / 300

Example Text:

Thank you again for signing up to do this necessary work to register voters in [County NAME] County. Please take just a moment to confirm your attendance. We are really looking forward to seeing you there!





Event Image

Always use an image for Mobilize that will serve as a general logo when possible. Images that are date/time specific aren't appropriate for an event that has multiple/future dates. Mobilize event image standard size is 1200x630px. Deviating from this specific size results in incomplete or poorly centered images that can distract from the actual content of the event. If you have an existing logo and you are having difficulty resizing it, place it on a solid color background. To do this, center your logo on a background that's both color-appropriate to your logo and the correct size for Mobilize event images (1200x630px)

Photo

Here is a preview of your image.

Our recommended size is 1200x630px.



Type

Virtual Meet-and-Greet



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Add Dates

This is where you will select a date for your event which will be displayed on your event page. If you are setting up a recurring event like a monthly meeting, do add as many additional dates as you can. The availability of additional dates greatly increases the likelihood that someone who can't sign up for the first available one, will sign up for a later date.

If your meeting is virtual, there is a place to add the video call information here as well. Putting the video call information in here will update Mobilize notifications to include a direct link to join the video call meeting from their reminder emails and texts.

The screenshot shows a "Schedule" modal window. At the top, it says "Schedule" and "Change timezone" with a dropdown menu set to "Eastern Time". Below this is a "SCHEDULE TIME(S)" section with a close button (X). It contains several input fields: "Frequency" (set to "Once"), "Start date" (with a calendar icon), "End date" (with a calendar icon), "Start time" (dropdown), "End time" (dropdown), and "Max capacity". There is a checkbox for "Add video call information" and a blue button "Add times +". Below the modal, a table of scheduled events is visible. The first row shows a date of "07/17/2021", a start time of "10:00 AM", an end time of "1:00 PM", and a "Max capacity" field. A red "X" button and a person icon with the number "2" are also present. A second row shows a date of "07/24/2021" with similar time and capacity settings. Each row has a blue "Add video call information" button.

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Social Media Promotion:

Make good use of social media! Create your own “social media street team” from your group’s members. Coordinate with your group and supportive network to share your event link on their social media platforms. Posts should have PUBLIC privacy settings so that others who see them can freely share them. Even if your privacy settings are filtered, you can usually toggle them to PUBLIC per individual post. This will greatly increase your event link’s reach across social media networks.

Visibility ?

- Public
- Private



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