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.
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]
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.
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

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
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.
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