Debate Watch Party Toolkit
Thank you for being a passionate advocate for working people!

You can play a key role in this presidential election and in SEIU and the Fight for $15 and a Union’s strategy to demand that 2020 candidates unabashedly champion economic and racial justice and commit to throwing open the doors for every person in this country to have the opportunity to join a union, no matter where they work.

Hosting a debate watch party is an opportunity for you to connect the issues we are fighting for to the presidential election and for you, your co-workers, friends, and family to hear from candidates in their own words about how they will – or will not – fight alongside us to make our vision of a just society a reality.

We want to make hosting a debate watch party as easy and fun as possible.

Use this toolkit as a guide for planning and hosting your own debate watch party. Inside we walk you through how to:

- Plan your party
- Invite guests and promote your event
- Amplify your voice using social media
- Make your party fun and engaging

If it seems like a lot, don’t worry: we’ve got your back! Everything you need is in this toolkit and can also be found online at seiu2020.org/debates. Have questions that aren’t answered here or need help? No problem! Email us at 2020gamechangers@seiu.org.

You are a part of a movement of people from around the country committed to winning at least $15 an hour and a union for all working people – no matter where they come from or what color they are. By using our powerful, collective voice to hold politicians accountable to fight alongside us, we can create a new future in which anyone who wants to join a union in their workplace can, no exceptions, and where those who have been elected by working people fight alongside us, no exceptions.

You’ve got this! Onward!

If you’re using your computer, this toolkit is interactive!
You can click links in this document to go to different sections of the toolkit or directly to resources on our seiu2020.org website.
Where should I hold a debate watch party? And when?
In addition to being broadcast on TV, the debates will also be live-streamed online, so wherever you have access to a TV or a large screen connected to the internet will work: your home, a local restaurant or bar, your local union office, or a community center, for example.

When you schedule your event, be sure to leave time before the debate begins to allow guests to arrive, meet one another and relax. Also, leave time after the debate ends so folks can share their thoughts and reactions.

Who should I invite?
Consider inviting co-workers, friends, family, and neighbors to your party. You can use fliers, email, social media, and text to encourage people to come – see our sample invite language in this toolkit. If you want, you can also use free online tools like Facebook Events, Paperless Post, or Evite to invite guests and track RSVPs.

What happens at a debate watch party?
Gather your co-workers, friends, and family together and have fun while connecting the issues we care about to the presidential election. Use your event to not just watch the debate, but share why this election matters to you and invite others to reflect on what they want to see the candidates saying and doing to fight for the issues that matter most to them. You can also share info about the Unions for All agenda. Your event is also a time to amplify you and your guests’ voices, so use social media before, after and especially during the debates to share your thoughts and reactions - and be sure to include @SEIU and the hashtag #UnionsForAll! We’ve created some a sample agenda and sample social media posts to inspire you to make your debate watch party not just fun, but impactful.

Can watching a debate really be fun?
Absolutely! And to help get your party started, our SEIU and Fight for $15 community has you covered with printable Debate Watch Bingo Cards and a Presidential Debate Quiz to make watching fun and engaging.

How do I share how my event went?
We’re glad you asked! We’d love to know how your event went and how we can help you make your next event even better. Please fill out the quick online form at http://l.seiu.org/debatereport to let us know how it went.
Plus, we’ll send cool swag after you report back!
Debate Watch Party Checklist

Before Your Event (1-2 weeks)

- Set the time and place
  - Check when the next debate will be on seiu2020.org/debates. Some debates may be held during two consecutive days; if so, choose which night you’ll host your event (or if you’re up for it, both).
  - Schedule your party to start no less than 30 minutes before the debate starts so people have time to settle in and meet one another.
  - If you can’t host the event at your home, explore using your local union office, a community center, or a local restaurant or business.

- Plan food, drinks, and decorations
  - Decide whether you’ll provide snacks and drinks or whether you’ll ask guests to bring some.

- Plan an event agenda
  - We’ve got you covered with a sample agenda!

- Invite guests
  - Set a goal for how many people you want to attend.
  - TIP: Invite double the number of attendees you actually want to show up, since not everyone you invite will be able to attend.

Day Before Event

- Print out Debate Watch Bingo Cards, the Presidential Debate Quiz, and the Unions For All Agenda handout.
  - Be sure to print out a bingo card for each guest and to have some extras on hand.

- Send reminders to your guests
  - Use our sample reminder language and be sure to tell them to bring a friend!

During the Event

- Enjoy your event! Share why Unions for All matters to you, get your guests ready with the Debate Watch Bingo Cards, play Presidential Debate Quiz as you watch, take pictures as folks are comfortable, and post on social media!
  - TIP: Mute the TV during commercials so people can get to know each other or play the Presidential Debate Quiz.

- Post and tweet photos and video from your party. Remember to tag @SEIU, @FightFor15, and your guests and use the hashtag #UnionsForAll.

After The Event

- Let us know how it went!
  - Fill out a quick online form at http://l.seiu.org/debateresport and we’ll send you cool swag!
Hi everyone!

I’m throwing a party to watch the next round of Democratic Debates and I’d love for you to come watch with me!

EVENT DETAILS:
When: Date & Time
Where: Location
RSVP: [“by replying to this email” or FACEBOOK EVENT/EVITE/PAPERLESS POST LINK]

I want to be sure that our next president will fight for the issues that matter most to our families – including economic and racial justice and the right to join a union. That’s why I’ll be watching to see where each of the candidates stand. Join me!

You’re more than welcome to bring friends & family along – just let me know by RSVPing. Even if politics isn’t your thing, come anyway! I promise it’ll be fun.

Hope to see you there!

[YOUR NAME]

Hey! I’m hosting a debate watch party next week on [DATE] at [TIME] and would love it if you came! Are you free?

[YOUR TOWN]-area friends! I’m hosting a debate watch party to watch the next round of Democratic debates and see which candidates will fight for economic and racial justice and #UnionsForAll! Would love to see you there on DATE at TIME! Sign up here so I know who’s coming: [FACEBOOK EVENT/EVITE/PAPERLESS POST LINK]

I’m hosting a debate watch party in [TOWN] to see which Democratic candidates will fight for economic and racial justice and #UnionsForAll! If you’re nearby, join me! [FACEBOOK EVENT/EVITE/PAPERLESS POST LINK]
Sample Reminder Language

**Email** (send 2 or 3 days before your event)
Hi XXXX!

I’m excited to see you on DATE at my debate watch party! We’ll be gathering at LOCATION at TIME.

I’m looking forward to hanging out, having fun, and seeing what the candidates say they’ll do to fight for the issues that matter most to our families.

Feel free to bring friends and family along! Just reply to confirm you’ll be there so I know how many people to expect.

Thanks,

[YOUR NAME]

**Facebook** (send 2 or 3 days before your event)
Hey [YOUR TOWN]-area friends! Don’t forget, on [DATE] at [TIME] I’m hosting a party to watch the next round of Democratic debates. Come join me as we watch to see which Democratic candidates will fight for economic and racial justice and #UnionsForAll! [Sign up on my event page so I know who’s coming: FACEBOOK EVENT/EVITE/PAPERLESS POST LINK] [Let me know if you can make it in the comments below or by sending me a message.]

**Twitter** (a few days days before your event)
I’m hosting a house party in [TOWN] to see which Democratic candidates will fight for economic and racial justice and #UnionsForAll! If you’re nearby, join me! [FACEBOOK EVENT/EVITE/PAPERLESS POST LINK]

**Text** (the morning of the event to all who have RSVPed)
See you tonight at [LOCATION] at [TIME]!
Sample Social Media Posts

BEFORE
Help get the message out that SEIU members and Fight for $15 and a Union activists will be watching the debates and listening to hear how candidates will talk about our issues. Check out seiu2020.org where you can find information about each candidate, a link to their Facebook pages, and an easy click-to-tweet tool that will help you craft and send a message to the candidates.

Sample:
- Solving issues working families face daily MUST be part of our next president’s plan. During the next #DemDebate I want to hear how the candidates will fight alongside working people in @SEIU and the @FightFor15 for #UnionsForAll.
- During the next #DemDebate I’m looking forward to hearing what candidates will do to put a check on corporate power and make it easier for all workers – Black, white & brown – to join unions. #UnionsForAll @SEIU @FightFor15
- I & others in @SEIU & @FightFor15 will be watching the next #DemDebate to hear how 2020 candidates will champion economic & racial justice & commit to throwing open the doors for every person in this country to have the opportunity to join a union. #UnionsForAll

DURING
Post and tweet photos from the party! Share your reactions to what you hear the candidates say and share how the candidate’s policies/plans will affect your or your loved ones. Retweet content from @SEIU and @FightFor15 on Twitter and share SEIU and FightFor$15 posts on Facebook.

Sample:
- Tonight we’ll find out which presidential candidates stand with working people! My friends and fellow [@SEIU members/@FightFor15 activists] are watching! #UnionsForAll [INCLUDE GROUP PIC]
- [@YOUR GUEST], [@YOUR GUEST], and I are listening closely to find out how Dem candidates are going to champion economic and racial justice and commit to every person being to join a union, no matter where they work. [SELFIE OF YOU WATCHING THE DEBATE] #UnionsForAll @SEIU @FightFor15

Film and then post a 7 second video about why you support Unions For All. Please film these horizontally (so if you’re filming on a phone, hold it sideways) and say “I want to hear candidates say they support unions for all because ______.” Be sure to include @SEIU and @FightFor15 in your post and use the hashtag #UnionsForAll so we can see and repost it.

AFTER
Let us know: What were your favorite moments? What did you wish you heard more about? What were you glad to hear? What were you surprised to hear?

Sample:
- My favorite moment of tonight’s debate: _________ #UnionsForAll
- I wish I heard more about how candidates were going to [ensure that every person who wants to join a union can]. #UnionsForAll
## Sample Agenda

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<th>Time Frame</th>
<th>Activity</th>
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<tbody>
<tr>
<td>30 mins before debate starts</td>
<td>Welcome your guests as they arrive. Introduce them to one another and give them each a debate watch bingo card.</td>
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<tr>
<td>15 mins before debate begins</td>
<td>Share your story about why economic and racial justice matter to you and why you’re committed to Unions for All.</td>
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| 10 mins before debate begins   | Invite your guests to introduce themselves with an ice-breaker (“what brought you here?”)  
If there’s still time before the debate begins, test your guests knowledge with the [Presidential Debate Quiz](#). |

### DEBATE BEGINS

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| During the debate              | Encourage folks to play [Debate Watch Bingo](#) and to post their thoughts and pictures on social media as they watch.  
Share your thoughts and reactions or play the [Presidential Debate Quiz](#) during commercial breaks.  
Retweet content from [@SEIU](#) and [@FightFor15](#)  
Post and tweet photos and video from your party. Remember to tag [@SEIU](#), [@FightFor15](#), and your guests and use #UnionsForAll. |

### AFTER THE DEBATE

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| 5 min after the debate         | Lead an open discussion about the debate. Start by sharing what you heard about how candidates spoke about economic and racial justice and unions. Pose questions to the group, such as:  
• How well did the candidates address the issues that matter most to you?  
• What do you wish you heard but didn’t?  
• What can we do to ensure that candidates know what issues matter to us?  
Some important points:  
• This should be an open and positive conversation about the candidates, where everyone feels safe about voicing their opinions and asking their questions.  
• Everyone should have the chance to speak and be treated with respect. A healthy debate is good – but keep things respectful! |
| After guests leave             | Let us know how it went by filling out this quick online form at [http://I.seiu.org/debatereport](http://I.seiu.org/debatereport) and we’ll send you cool swag! |
SEIU and the Fight for $15 and a Union unites people from different places and different races to fight for issues that matter to our families. Together, we demand that 2020 candidates unabashedly champion economic and racial justice and commit to throwing open the doors for every person in this country to have the opportunity to join a union, no matter where they work.

America’s economy and democracy are out of balance with too much power in the hands of corporations, billionaires, and self-serving politicians who have rigged the system against working families. Their sustained attacks against working people, vilification of immigrant families, and failure to confront the legacy of slavery and anti-Black and structural racism have divided us against one another. Our nation needs a president and elected representatives who will unify us and use all the powers at their disposal to unrig the system and improve the lives of working people.

**The opportunity to join a union -- no matter where you work -- is the best way to raise wages, improve working conditions, create family-sustaining jobs, and begin to fix the rigged economy.**

Corporations like McDonald’s are hurting our communities, feeding a cycle of multi-generational poverty, and exploiting Black, brown, and white working people across the country. Every working person must have the freedom to join unions across industries and regions to improve working conditions. Cities and states should have the freedom to innovate and create new ways to set the table for working people and employers to bargain over wages, workers’ rights, and community benefits.

Immigrant families should be welcome, safe, and free in America. Immigrant workers are powerful leaders in our union and integral to the care and service workforces in this country.

Instead of tearing immigrant children from their parents, inciting division and spreading fear, we must extend relief to Temporary Protected Status holders, take care of Dreamers, and enact common sense reforms that provide a clear path to citizenship for hardworking immigrants, prioritize worker protections and family unity, and are consistent with our core values as a nation.

Everyone in America should have guaranteed access to quality, affordable healthcare and long term care. And all healthcare jobs should be good, union jobs.

On a path to universal healthcare coverage, we must invest in and improve the Affordable Care Act, Medicaid, Medicare, and long term care. This includes empowering the dedicated workers who provide essential, compassionate healthcare and home care services to join together in unions, raise wages, and improve job and service standards.

We must take immediate, bold action on climate change, hold corporations responsible for rampant pollution accountable, and create good, union jobs in a just transition.

Policies to combat climate change must be connected to those that raise standards for all working people and address the needs of communities of color who are most impacted, so that no workers, families, or communities are left behind.

We’re committed to winning $15 an hour and a union for all working people – Black, white, and brown – and using our powerful voice to hold politicians accountable to fight alongside us. It’s time to embrace a new future in which anyone who wants to join a union in their workplace can, no exceptions. And it’s time for those who have been elected by working people to fight alongside us, no exceptions.