



Hosting a Trump Victory MAGA Meet-Up

(House Meeting, Debate Watch Party, Rally Watch Party)

FIRST STEPS:

- Establish the date, time, and location of your MAGA Meet-Up
- Contact your local Trump Victory field staff to let them know of your plans
- Develop your agenda
 - Four main phases:
 - Prospecting-The main purpose of holding a MAGA Meet-Up is to build volunteer prospects
 - Team Building-Invite individuals that you hope will join your Neighborhood Team
 - Training-Attendees will be introduced to the Trump Victory Leadership Initiative program and the Neighborhood Team model
 - Planning-Attendees will help to formulate a plan to be successful in their community
- Send invites to President Trump's strongest local supporters, your local county GOP officials, activists, and even friends not involved in politics
 - Include address and parking arrangements
 - Work with Trump Victory staff to engage previous Neighborhood Team Members
- Send out a "Reminder" email 1 or 2 days before the MAGA Meet-Up

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- Print out any materials needed

HOSTING THE MAGA MEET-UP:

- Sign in sheets for attendees
 - Collect name, email, phone number, address, and social media handles
- Go over agenda with attendees
- Do an introduction exercise so everyone gets to know everyone else
- Allow any local Community Leaders, Candidates, or Elected Officials to say a few words and welcome attendees
- TVLI training specific to event-intro, voter registration, social media, etc.
- Hard Ask
- Make sure to tweet about your event to show your support!
 - Remember to use the hashtag #LeadRight

FOLLOW UP:

- Submit attendee info and pictures to Trump Victory staff member
- Send out a “Thank You” email or text to attendees for joining
- Follow-up with attendees within 48 hours to schedule a 1:1 and plan their next involvement

Checklist:

Description	Time Frame
Establish date, time, & location of your MAGA Meet-up.	2 Weeks Prior (Suggested)
Reach out to your local Trump Victory field staff to let them know the details of your event.	2 Weeks Prior (Suggested)
Invite President Trump’s strongest local supporters, your local county GOP officials, and even likeminded friends not involved in politics!	2 Weeks Prior (Suggested)
Be creative! Think of where supporters you don’t personally know might be (local	2 Weeks Prior (Suggested)

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issue/coalition-based groups, Facebook groups-ex. Pro Life Group, York County for Trump Facebook Group, etc.)	
Send out MAGA meet-up info to your list of potential attendees via email and other channels as needed (Social media, text, etc.)	2 Weeks Prior (Suggested)
Develop an agenda for your MAGA Meet-Up (Introductions, Speakers, Purpose, Call to Action)	1 Week Prior (Suggested)
Send reminder email to your RSVPs	1 Week Prior (Suggested)
Send a 2 nd reminder email to your RSVPs	2-3 Days Before Event
Make confirmation calls to your RSVPs, make sure to leave a voicemail if they don't answer!	2-3 Days Before Event
Meet with local Trump Victory field staff to practice agenda and get campaign updates	2-3 Days Before Event
Call through any RSVPs that you previously had to leave a voicemail for	2 Days Before Event
Send a final reminder email to your RSVPs	Day Before Event
Send a reminder text to your RSVPs	Day Before Event
Print out sign in sheets to collect attendance and TVLI wrap-up surveys	Day of Event
Take pictures at your event and post on social media with #LeadRight	During Event
Send sign in sheets, surveys, and photos to <FO email>	Day After
Send "Thank You" e-mail or text to all attendees	Day After
Call each attendee to schedule a 1:1	48 Hours After (Maximum)

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