

# HARRIS WALZ

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## **Women for Harris-Walz**

### *47 to 47,000: Brunch or House Party Planning Toolkit*

Welcome to the Women for Harris 47 to 47,000 Brunch or House Party Planning Toolkit. With your help, this critical grassroots organizing effort will help us expand our reach and spread our message to women all across the nation!

#### **47 to 47,000 Challenge Breakdown**

If you are fired up to elect Kamala Harris, you can be a part of the 47 to 47,000 challenge by signing up to host an in-person or virtual brunch themed house party in your community. If 4,700 women sign up to host at least one brunch before October 30 - with at least 10 guests - then we will have engaged and spoken with 47,000 voters about what's at stake in this election

#### **What is a Women for Harris-Walz Brunch or House Party?**

**It's a house party with your friends, family, and neighbors coming together to take action for Team Harris-Walz.** You can come together to talk about how Vice President Kamala Harris is leading the fight to restore reproductive freedom after Trump overturned *Roe*. Talk about how she has helped pass and implement historic legislation, and strengthen America's national security.

#### **Why should I host a Brunch?**

We recommend hosting a brunch themed House Party because **studies show that people are 20x more likely to engage with someone they know. House parties are one of the best volunteer events to make that happen.** And brunch is fun!

If you are interested in having a Women for Harris-Walz Staffer join your brunch virtually to provide a brief message, **[please email Women for Harris-Walz at women@kamalaharris.com](mailto:women@kamalaharris.com)**.

If you're ready to host your event, sign up for our How to Host a Brunch or House Party training here: **<https://events.democrats.org/event/659602/>**

#### **Reach: The Brunch/House Party Organizing Tool:**

*At your Brunch/House Party, make sure to walk people through Reach, our handy organizing tool to support your neighborhood organizing everywhere.*

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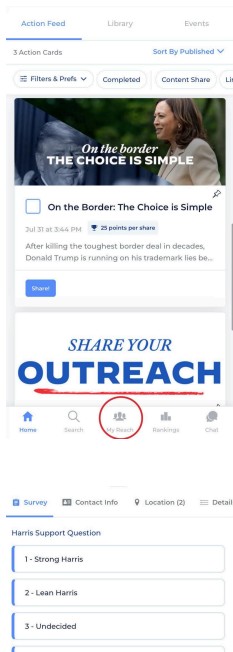
## What is Reach?

Reach is an organizing tool where you can keep track of your conversations with people you know— and directly canvass people you meet!-- to let us know if they're supporters, ready to volunteer, and how they're feeling about the election. Furthermore, you can take a look at all our campaign messaging to find and share content about what matters most to you this election.

## How do I begin?



1. Start by downloading Reach on the App store— it looks like this when you look it up, and then sign up with your phone or email.
  - a. For desktop, try:  
<https://app.reach.vote/join/M5P3PA>.
2. Enter the Women for Harris-Walz Campaign Code: M5P3PA.
3. Look at your Action Feed for what you can do right now, or click on Library to roll through what campaign content resonates with you.



## Preparing for your House Party:

1. List of all your contacts, then start calling, texting, or emailing them to see if they're interested in attending your Women for Harris-Walz House Party.
2. Once you've got your RSVPs, open up Reach and add them to "My Reach" (seen in red in the photo to the left). Begin to either import contacts from your phone, OR Search to add connections if they are not current phone contacts.
3. No need to answer any of the questions to the right yet: you will be able to canvass your voters at your party to get a sense of a) how they feel about Vice President

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Harris, b) how they're thinking about Democrats up and down the ticket, and c) if they will join us and volunteer.

4. And of course, set a date, venue, and get whatever materials you need for your party- feel free to make it your own with decor, snacks, and anything else. [Be sure to create your event on Mobilize](#), and then forward that event so that your guests can sign up.

## At Your Summer Brunch/House Party:

1. **WELCOME:** Welcome your guests, ask them to sign in. If you like, make a name tag!
2. **INTRODUCTIONS:** Ask guests to share one sentence about what brought them in today.
3. **YOUR STORY:** Share why you're so passionate about Women for Harris-Walz and what motivated you to take action, who you're taking action for, and why you're hosting this event.
4. **OUR STORY:** Discuss in pairs— what is one thing that motivates you to win this year? Tell folks to find a buddy and share a value they hold dear, and why they want to show up to have Team Harris-Walz's back. *Some activists will want to debate issues or ask detailed policy questions at this point. Keep guests focused on what values are important to them.*
5. **WHAT WE SHARE:** Come together and share out one thing each pair had in common. Make a long list on pen and paper of what you're hearing, and then read out loud with the broader group. This is a very special moment, as it provides an opportunity to hear what we have in common— and what motivates us! You will want to wrap up this section by addressing some of the common themes.
6. **OUR STRATEGY:** We are in an unprecedented media landscape, where people have fewer sources of trusted information. However, [data shows](#) that, "More Americans trust their friends and families to provide accurate information about elections than trust poll results, the news media, social media, and political campaigns." That's why YOUR voice is so important. The conversations you're having in your living rooms, with your friends and families, about the stakes of this election and why it's so important to get involved and vote for Kamala Harris will make all the difference come November.

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7. **OUR HOW:** Reach is how you can begin to take action now. Make sure everyone has downloaded the Reach app and have them create an account. They can look up Reach Progressive Organizing in the App Store or go to the desktop link <https://app.reach.vote/join/M5P3PA>. Then, enter the Women for Harris-Walz Campaign Code: M5P3PA. Ask everyone to go to the Search button and find two people they can reach out to right now to see how they're feeling about the election. Find them through Search, and let us know how they feel about Vice President Harris. Or you can suggest to everyone to go into the Library and scroll through to find a piece of campaign content that resonates with them— and share it with two people or on two platforms they love to get the word out.
  
8. **NEXT STEPS:** Ask who would be willing to host their own house party in the next week with people they know. Aim to get at least two commitments, and then support them with recruitment. For others, ask if they'd like to volunteer. Ask everyone to sign up to join and get updates from Women for Harris-Walz at [KamalaHarris.com/Women](https://KamalaHarris.com/Women) or by texting WOMEN to 30330.

When asking people to opt into this short code texting number, please display on a slide or poster the following disclaimer:

By providing your mobile phone number you consent to receive recurring automated text messages from Harris for President. Message & Data Rates May Apply. Text HELP for Info. Text STOP to opt out. No purchase necessary. Privacy policy: <https://KamalaHarris.com/privacy-policy/>.