Organizer guide: Van Hollen for Leader

Senate Democrats will pick their leader in a secret vote, expected December 1. Flyers, sign-in sheets and more: vanhollenforleader.org/organize

Host an event in 5 steps

1. **Pick a format.** A call party, where friends call their senators together. A letter-writing night. A visibility event with signs at a busy corner. Or a small group visit to your senator's state office.
2. **Pick a date and place before December 1.** A living room, library, coffee shop or union hall works. Keep it under 90 minutes.
3. **Tell us about it.** Email team@vanhollenforleader.org with the date, time, place and contact. We can list it on the site and send people your way.
4. **Invite people personally.** A direct text beats a mass post. Ask each person to bring one friend.
5. **At the event:** pass the sign-in sheet, have everyone contact their senators from vanhollenforleader.org, take photos (ask first), and send us the sign-in sheet within 48 hours.

Run a call party

1. Open vanhollenforleader.org on a phone or laptop and choose your state.
2. Everyone calls both senators. The site has a short script for each one. Calls take about two minutes.
3. Senators-elect aren't sworn in until January, so the site gives their campaign email instead.
4. Read one script out loud first so people hear how short and polite it is.
5. Have everyone sign the petition to Chuck Schumer, then share the site with three friends.

Hand out flyers the right way

Good places: farmers markets, transit stops, busy sidewalks, campus common areas, community bulletin boards, and events where your neighbors gather.

- **Never put flyers in mailboxes.** Federal law only lets postage-paid mail go in a mailbox. Hand them to people, or tuck them in a door handle.
- Get permission before flyering on private property, like a store entrance, mall or private campus.
- Keep sidewalks and doorways clear, and follow local rules on posting.
- Lead with a question: "Have you heard Senate Democrats are picking a new leader?"
- Thank everyone, even people who say no. Pick up any flyers that end up on the ground.
- Use the QR code. It sends people straight to the site, and it tells us which flyers work.

What to say

The 15-second version: "Senate Democrats are picking their leader in a secret vote, expected December 1. Chris Van Hollen is running for the job. Scan this to tell your senator where you stand. It takes two minutes."

Do

- Thank senators who have publicly backed Van Hollen.
- Ask other senators to hear from their constituents.
- Say a senator "has said," never "will vote." It's a secret ballot.
- Stick to what's on the site. Every claim there has a source.

Don't

- Attack any Democratic senator, including Chuck Schumer.
- Put words in a senator's mouth or guess how they'll vote.
- Say a senator or group endorsed something they haven't.
- Speak for Chris Van Hollen or his office.

Visit your senator's state office

- Call ahead and ask to drop off a letter or meet with staff. Keep the group small, 3 to 8 people.
- Bring a one-page letter and your sign-in sheet names. Be brief, kind and specific: you're constituents, and you want them to back Chris Van Hollen for leader.
- Thank the staff, take a photo outside, and send us how it went.

Sharing and posting

- Share vanhollenforleader.org with three people who'd care. Personal texts work best.
- Tag photos from your event and send them to team@vanhollenforleader.org. Ask before photographing anyone.
- Printing a lot? The flyers carry a "Paid for by Make Good Change" line. If your group pays for printing, email us first so the line is accurate.

Questions or event listings: team@vanhollenforleader.org. Paid for by Make Good Change. Van Hollen for Leader is a project of Make Good Change and its coalition partners. Privacy policy: vanhollenforleader.org/privacy