



DEBATE WATCH PARTY GUIDE BOOK





DEAR GRASSROOTS LEADERS,

We are only days away from the first **Republican Presidential Primary Debate** in Wisconsin, and we could not be more excited! Republicans are kicking off Primary season in Milwaukee with the first debate and we will end it here with the 2024 Convention. This is the first step towards taking back the White House, flipping the Senate and expanding our majority in the House in 2024.

The Republican debate stage will draw the eyes of the entire world. In order to beat Biden next November, we need you to get involved today, and hosting a Debate Watch Party is the perfect way to start. Debate Watch Parties are an exciting and engaging way to gather friends, family, and fellow Republicans to enjoy the debate, learn about the candidates, and host a healthy exchange of opinions. They also serve as a launching point for the grassroots army we will need to ensure Joe Biden is a one-term President.

In 2022, we ran the largest Election Integrity operation across the country to Protect Your Vote. The RNC recruited over tens of thousands of Republicans who served as Poll Workers and Poll Watchers. In addition to protecting the vote, this year, the RNC launched Bank Your Vote to close the gap on Pre-Election Day voting. To beat Joe Biden, flip the Senate, and expand our majority in the House, Republicans can get involved by going to BankYourVote.com or by texting 'BANK' to 80810. When Republicans vote early, Republicans win.

Together with your friends and neighbors, I hope you enjoy the debate and share your watch party on social media so we can show the world the enthusiasm our volunteers and activists already have.

The grassroots are the engine of our party and will help propel us to victory in 2024! May God bless you and God bless the United States of America.

RONNA MCDANIEL
CHAIRWOMAN, REPUBLICAN NATIONAL COMMITTEE





IMPORTANT DETAILS

DATE August 23, 2023
LOCATION Anywhere You Choose
PRESHOW BEGINS 4:00 PM (CT)
DEBATE BEGINS 8:00 PM (CT)
DEBATE ENDS 10:00 PM (CT)
LINK [Rumble.com/GOP](https://www.rumble.com/GOP)

The Republican National Committee is hosting the first GOP Debate on August 23rd, 2023, in Milwaukee, Wisconsin. Join us by hosting your own Debate Watch Party with friends and family! To help you get started we have created a “How To” packet for hosting a Debate Watch Party!

Everything from a pre-event checklist to social media ideas, suggested follow-up, and a Bingo card will be given to you in this packet. If you need any more help, do not hesitate to reach out with your questions: Elliott@gop.com.

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CHECK LIST

Step 1: Choose Your Arena

It could be your home, a friend's place, a community center, or even a local bar/restaurant with TV's. This is your watch party's stadium seating, where everyone gathers to witness the political candidates in action.

Step 2: Assemble Your Dream Team

Invite everyone—friends, family, neighbors, colleagues, or members of your local GOP Committee—to join! It's like drafting a diverse team of fans, each rooting for a different candidate, but everyone is part of the same team.

Step 3: Pregame Prep

Kick things off with some pregame hype by tuning into the special live edition of the pre-debate Ruthless Podcast with Chairman Ronna McDaniel, Comfortably Smug, Josh Holmes, Michael Duncan and John Ashbrook as pregame hosts.

- » TV or Projector Setup: Ensure you have a reliable TV or projector for everyone to watch comfortably.
- » Streaming or Broadcast: Make sure you have Fox News or a stable internet connection if you plan to stream it online.
- » Seating Arrangements: Arrange enough seating for all your guests.

Step 4: Print Playbook Materials

Create the ultimate political playbook for your attendees. Think of any forms that can be printed ahead of time for your guests to fill out and make you an MVP for the 2024 elections: sign-in sheets, absentee ballot requests, voter registration forms, Poll Worker applications, Bingo cards!

Step 5: Fuel Up

Have some snacks and beverages handy!

Step 6: Engage in Play-By-Play

When the debate begins, it's game time! Watch and discuss each candidate's plays, dissect their arguments, and cheer when someone makes a strong point. It's like being the sportscaster and political analyst all rolled into one.

Step 7: Post-Game Recap

Hold a lively post-game show with the attendees. Share your favorite moments and debate highlights. Make sure to keep everyone's contact information on the sign-in sheet so the conversation doesn't end on gameday!

Step 8: The Victory Lap

Show off to the political world by posting photos from your watch party and highlighting your favorite debate moments using the hashtags #BeatBiden and #GOPDebate. Share thoughts, memes, and reactions across the nation like you're tailgating together, but in a virtual political stadium.

Remember, a Debate Watch Party is all about having fun, fostering healthy discussions, and sharing our winning Republican message with voters across our great nation. So, grab your popcorn, raise your foam fingers, and get ready for the political showdown of the year! Game on!





SOCIAL MEDIA

Posting on social media is one of the fastest ways to show the country GOP enthusiasm and the strong support for our Republican message. On debate night, let's fill up social media with positive posts about our watch parties and candidates. Below are some tips for posting on social media and a few sample posts to help you get started.

TIPS

1. Stay Positive
2. Use Hashtags on Twitter: **#GOPDebate** and **#BeatBiden**
3. Tag **@GOP** and your State Party
4. Include Photos
5. Include a Call to Action (i.e. Visit BankYourVote.com)

SAMPLE TWEET

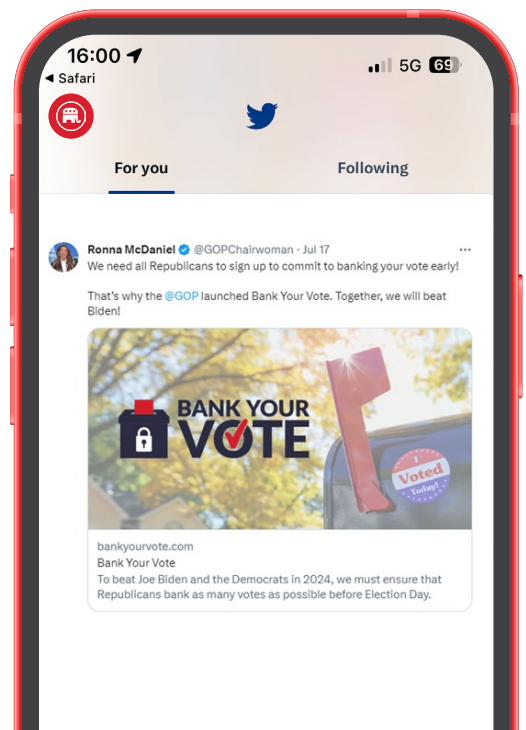
"Our neighborhood @GOP Debate Watch Party is kicking off with fired up Republicans ready to #BeatBiden! Tune in tonight to follow along. <https://rumble.com/GOP>"

"It's clear from tonight's @GOP Debate that Republicans are ready to deliver solutions for the American people. Our Watch Party is fired up and has pledged to Bank Our Vote at BankYourVote.com to #BeatBiden in 2024!"

SAMPLE FACEBOOK POST

"We've got a house full of volunteers and activists! Tonight's @GOP Watch Party in [country, state] agrees wholeheartedly that we will #BeatBiden!" **Tag friends in photo**

"[County, State] is fired up to beat Joe Biden! We are hosting a watch party for the first GOP Debate and signing up our attendees to cast their vote early! Pledge to join us in banking your vote here: BankYourVote.com"





DIGITAL GRAPHICS

Pictures and graphics are a great way to capture people’s attention and highlight the success of our events. Be strategic in choosing what pictures or graphics you use with what posts. Below are a few tips, examples, and graphics for you to use.

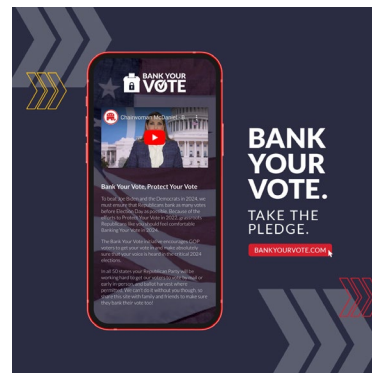
TIPS:

1. Smiling faces in pictures show enthusiasm for what we are doing.
2. Make sure there is proper lighting for pictures.
3. Crop your photos! Capture all participants but crop out blank space.
4. Ask participants to pose for group photos.
5. Be mindful not to include any sensitive or personal information in photos—especially when posting photos of absentee ballot applications or doing voter registration.

EXAMPLE GROUP PHOTO



DOWNLOADABLE GRAPHICS



^^ Click to download!





FREQUENTLY ASKED QUESTIONS

WHAT IS THE GOAL OF A DEBATE WATCH PARTY?

By hosting a watch party, you are encouraging civic engagement and political participation among your friends, family, and community members. It provides an opportunity for people to come together and discuss important political issues, increasing awareness and understanding of the candidates' positions and policies. The Debate Watch Party should encourage individuals to participate in the process, for example, signing up to vote Pre-Election Day or as a Poll Watcher.

HOW CAN I GET MORE PEOPLE TO MY WATCH PARTY?

Start with your close family and friends, but then get creative! Send the email out far and wide to any groups or clubs you are part of whether they are political or not. It is also always a good idea to reach out to your local GOP group for help building a crowd.

WHEN SHOULD MY WATCH PARTY START?

You should start your watch party with the **Ruthless Podcast** pregame show that starts at 4:00 PM (CT), but if you are only planning on showing the debate you should have folks arrive 30 min before the debate time.

CAN WE WATCH ON TV?

Yes! It will be aired on Fox News Channel, otherwise, you will need to stream it at: <https://rumble.com/GOP>

WHAT CAN PEOPLE BRING?

Phones for taking pictures and sharing on social media. Some refreshments to share with the group. Themselves and a friend!

HOW CAN I USE DOWNTIME DURING THE DEBATE?

During the debate, there will be some downtime for commercial breaks. This is a perfect time to have everyone sign up to bank their vote at **BankYourVote.com** and to educate your guests on early vote opportunities in your state.

WHAT SHOULD WE DO AFTER THE DEBATE?

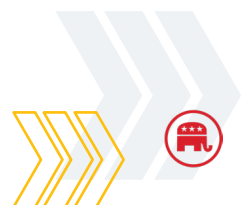
After the debate you should thank all your attendees for coming and keep their information so you can invite them to future events. We will also be reaching out with a post debate survey for all of your attendees to fill out with their thoughts.

HOW DO WE STAY INVOLVED?

Stay tuned as we build out our in-state teams for future volunteer opportunities!

HOW CAN I CHECK OUT OTHER DEBATE WATCH PARTIES?

Follow the discussion on twitter with the hashtags **#BeatBiden** and **#GOPDebate**





BEAT BIDEN TALKING POINTS

In Joe Biden's America, Americans are poorer, cities and our communities are less safe, energy is more expensive, the border is overrun, and our enemies are emboldened. Americans cannot afford four more years of Biden and his disastrous policies.

AMERICA IS ON THE WRONG TRACK

1. **65% of the country** thinks the nation is on the wrong track.
2. In Biden's America, savings are down, incomes are down, and economic confidence is down.
 - » **60% of workers** report living paycheck-to-paycheck—including 73 percent of millennials—with more people forced to pick up a side hustle to make ends meet.
 - » Credit card balances are now at an **all-time high**.
 - » **74%** say their financial situation is not improving, with almost half saying their financial situation is actively "getting worse" under Biden.

COST OF LIVING

1. Americans are paying the price for Biden's anti-American energy agenda.
 - » On average, Americans have lost **over \$2,250** paying increased energy costs since Biden took office.
 - » Gas prices are **more than \$1** per gallon more expensive than when Biden took office, and he has threatened to veto bills that would increase domestic energy production, reform the permitting processes, and unleash American energy.
 - » **Nearly 20 million households** are behind on their utility bills.
2. Biden's **\$1.9 trillion "stimulus"** sent inflation soaring, with Americans forced to pay higher prices for virtually everything.
 - » Americans have lost **over \$10,000** on average paying for the increased cost of living since Biden took office.
 - » **Real weekly wages have fallen** nearly every month since Biden and Democrats passed their wasteful \$1.9 trillion "stimulus."





BEAT BIDEN TALKING POINTS (CON'T)

EDUCATION

1. Biden slow walked reopening school for months, even letting teachers' union bosses and major campaign funders dictate CDC guidance.
 - » National test results in elementary school math and reading have **plummeted** 5 points in reading and 7 points in mathematics compared to 2020, the largest average score decline in reading since 1990, and the first ever score decline in mathematics.
 - » **Only 33 percent and 36 percent** of fourth-graders are proficient in reading and math, respectively.
 - » Eighth-graders are worse: **31 percent** were proficient in reading, **26 percent** in math.

CRIME

1. Last year, at least nine cities, seven of which are Democrat-run, saw record homicides.
 - » In Biden's first year, at least 12 major U.S. cities—**all Democrat-run**—set new homicide records.

BORDER

1. **7 million illegal immigrants** have crossed the border since Biden took office.
 - » This includes the **1.4 million gotaways** that have escaped past Border Patrol into the U.S.
 - » Border officials say that the official number of gotaways **vastly undercounts** the illegal immigrants who make it into the U.S.
2. Homeland Security Investigations estimates that Mexican cartels are now making **\$13 billion a year** smuggling illegal immigrants into the U.S.
3. Illicit drugs are flowing into the country at an alarming rate with **only 5 to 10%** being intercepted as border officials struggle to contain the smuggling.
 - » **2,141 pounds** of deadly fentanyl was seized at the southern border in June alone, with much more getting through.
 - » Since Biden took office, more than 21 tons of fentanyl have crossed the southern border, enough to kill **9.7 billion people**.



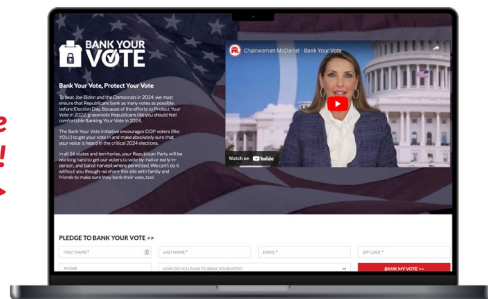


BEAT BIDEN TALKING POINTS (CON'T)

BANK YOUR VOTE

1. Bank Your Vote is an all of the above strategy to get more Republicans to vote before Election Day.
2. The Bank Your Vote campaign will encourage, educate, and activate Republican voters on when, where, and how to lock in their votes as early as possible, through **in-person early voting**, **absentee or mail voting**, and **ballot harvesting** where legal.
3. In 2022 the Republican National Committee ran the largest ever election integrity operation to Protect Your Vote. And in 2024 we remain committed to Protecting Your Vote.
 - » **Over 80,000 Republicans** served as Poll Watchers and Poll Workers.
 - » Our work to Protect Your Vote will be supercharged in 2024 with an even larger team of grassroots leaders and more key lawsuits.
4. Why Bank Your Vote?
 - » Since the 2020 election, many states have changed their laws around Pre-Election Day voting. Ensuring that Republicans take advantage of every voting window will put us in a strong position to win big in 2024.
 - » The RNC's unprecedented election integrity operation has put the necessary safeguards in place to ensure that you can Bank Your Vote with confidence.
5. The benefits of our supporters voting early:
 - » **Pre-Election Day Voting guarantees our supporters cast ballots.**
Things happen. Schedules get busy. We need even our most reliable voters to vote before Election Day. We would see a substantial increase in total votes even if the voters who are most reliable were to cast votes before Election Day.
 - » **Pre-Election Day Voting saves our candidate's funds.**
The longer it takes a Republican voter to cast their vote, the more it costs the campaign valuable resources like money and staff or volunteer time. When a voter banks their vote early, we can spend more of our resources on turning out additional voters.
 - » **Pre-Election Day Voting gives our candidates better visibility into the state of the race.**
Voters casting ballots early are recorded by the state or county Board of Election, and that data is made available to the public, state and county parties, and campaigns. This information can be used to inform a campaign or committee strategy.

*Hear it from the
Chairwoman Herself!
Click to watch >>>*



SAMPLE BINGO CARD

#BEATBIDEN BINGO

Sign Up on BankYourVote.com	Candidate Mentions Joe Biden	Candidate Plugs Their Campaign Website	Retweet @GOP	Candidate Says Something That Makes You Proud to be American
Candidate Interrupts Moderator	Candidate Says Something That Makes You Proud to be Republican	Follow @GOP	Send a Tweet with a Link to BankYourVote.com	Candidate Mentions Milwaukee
Candidate Talks About Early Voting	*Text "Bank" to 80810	BEAT BIDEN	Candidate is Wearing an American Flag Pin	Tweet a Photo of the Watch Party Using #BeatBiden and #GOPDebate
New Voter Registration	Candidate Talks About Dairy	You Learned Something New	Tell a Friend Why You are a Republican	Candidate Asks for More Time
Your Most Passionate Issue Comes Up	Post on Facebook About Your Watch Party	Candidate Interrupts Another Candidate	Candidate Talks About Where They Grew Up	Candidate Asks for a Donation

BY PROVIDING YOUR PHONE NUMBER AND/OR TEXTING TO 80810, YOU ARE CONSENTING TO RECEIVE CALLS AND RECURRING SMS/MMS MESSAGES, INCLUDING AUTODIALED AND AUTOMATED CALLS AND TEXTS, TO THAT NUMBER FROM THE REPUBLICAN NATIONAL COMMITTEE. MSG&DATA RATES MAY APPLY. REPLY HELP FOR HELP, STOP TO END.

#BEATBIDEN BINGO