



HOSTING A 'MEET THE CANDIDATE' EVENT

A STEP BY STEP QUICK GUIDE

WHAT IT IS:

A "meet the candidate" event is a question-and-answer session where all candidates for a specific election are invited to answer questions. Audience members can understand their positions and make informed voting choices.

OBJECTIVE:

By hosting your own event, you can make sure the voice of riders is unified and strong. It also helps to build an early supporter of the motorcycle community to make sure our views and concerns are always communicated in your state and federal legislature.

ACTIVITIES:

IDENTIFY & INVITE THE CANDIDATES

Select a date 2-3 weeks before the primary and invite the candidates via email or phone call. Be sure to include time, location, and information on the sponsoring organization.

DECIDE ON THE STRUCTURE

These events can take many forms but the most common is the "forum" in which speakers answer questions directly from a moderator or audience member, but do not engage with each other. Consider asking the candidate to prepare a 1-2 minute opening statement to start the event.

PROMOTE THE EVENT

Not only should you invite members of the community, but also consider involving local press as well as creating newsletters, fliers and Facebook ads.

SET UP THE ROOM & INCLUDE TENT/NAME CARDS FOR CANDIDATES

Also, consider setting up a table for voter registration.

DON'T FORGET TO FOLLOW UP!

Send a thank you note to the candidates that participated.

Still need help? Contact the MRF to get a list of 'motorcycle-friendly' questions to ask the candidates or even a sample invite letter. Email: Megan@mrf.org



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