



The Next 50 Event Co-host Guide

The Next 50

The Next 50 is an organization that makes politics more accessible to young people.

The Events Goal

Our goal is to create a new generation of strategic political contributors. These events should connect our community with national political leaders, candidates running for consequential swing seats (we'll share these with you), and those under 45 shaping the future of our country's politics.

Event Co-hosts

Event co-hosts work with local [Events Regional Chairs](#) to write or raise (bundle) political contributions, often also helping bring in attendees for a political fundraising event.

How to Co-host

Each event should have a raise goal and/or attendance goal that might be set between you and the campaign, or might be an internal goal for yourself. As a co-host, you are an organizer or, in traditional political fundraising terms, a "bundler," who is responsible for helping the event achieve its goals. You can achieve this by writing a check for an agreed upon amount with the campaign or raising money, typically by recruiting friends to purchase tickets to an event.

Benefits of Co-hosting

If you are the main organizer for the event, you'll either be able to introduce the candidate or make a final pitch for support for that candidate. The candidate will know your name coming in (if the staff does its job). If there's a VIP reception for the event, you're in and you'll get intimate time with candidate(s) and the staff. You'll mix and mingle with some other committed organizers, often leaders in their field. Some events will only guarantee a picture with a candidate if you are a host, but we prefer to have all of our attendees get a photo.

Deciding which event to co-host

Choose candidates that you either have a personal tie to, based on location or issue advocacy, or who you believe is running in a consequential race. We'll help you determine the latter, but the former is entirely personal.

Leveraging your network

Either having a personal tie to the candidate or believing that that candidate is running a consequential race makes it much easier to sell the candidate to your network. In order for the event to be a success, people need to donate and, ideally, the room will look full.

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Explain the importance of political giving in a way that connects with them and their interest, potentially by telling the candidate's story, and make them feel a part of the community at the event. An effective host introduces attendees to each other and makes them feel excited to be in the room for the selected candidate.

Tracking contributions

Ask the campaign for a customized raiser link that will track your contributions for the most efficient method. Alternatively, although not recommended, keep track of each person who you receive a verbal commitment from and have the campaign check to see if that person contributed to the event.

During the event

Remember, as a bigger political contributor to this event, you are among the most important donors in the room.

If you are one of the cohosts:

1. Get a picture with the candidate and share it on your social media, so your friends know about the candidate and see what they are missing out on (#FOMO).
2. Make guests feel welcome and chat with them about the candidate.
3. Don't forget to enjoy and ask questions -- this is your opportunity to advocate for the issues that you care about and the candidate will respond.

If you are the main organizer:

1. Meet the candidate and the staff yourself. Don't forget the staff -- they're usually there ahead of the candidate.
2. Get a picture with the candidate and share it on your social media, so your friends know about the candidate and see what they are missing out on (#FOMO).
3. Make guests feel welcome and chat with them about the candidate.
4. If you are introducing the candidate, then bring enthusiasm and energy to the room. Attendees and the candidate will all appreciate it.
5. Ideally, ask a friend to be the photographer on site to capture quality photos from the evening that you can share afterward.
6. Don't forget to enjoy and ask questions -- this is your opportunity to advocate for the issues that you care about and the candidate will respond.
7. Make a final pitch for contributions at the event and/or ask friends if they would be willing to host the candidate the next time that he/she is in town.

Other Contribution Methods

The Next 50 Membership

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We want to make political contributions as efficient as possible for you. Become a [member](#) and we'll tell you the best candidates to invest your time and money in, as well as manage your political donations on your behalf. At certain levels, we'll also give you access to some events at no cost.

Host your own fundraiser

Have a candidate who you really believe in? Host a fundraiser at your office or home. We'll help you connect with the campaign, find the right venue, strategize to identify co-hosts, and make the event a success!

Email Zak Malamed (zak@thenext50.us) or Mackenzie Burnett (mackenzie@thenext50.us) if you'd like to get involved as a cohost or hosting your own fundraiser!