

Printable guide: Create an event on Mobilize

See the full guide online at swingleft.org/guide/mobilize

Print this out to follow along each section as you're filling out each field of the Mobilize form to post your event.

Reminder: Any event posted using Swing Left's Mobilize campaigns should be in support of Swing Left's current strategic priorities. Events not related to our strategy will be taken down.

Need a hand? Reach out to host@swingleft.org for support with all things Mobilize. We're happy to walk you through the process.

1. Choose the kind of event you're going to host

What type of event are you hosting? Visit swingleft.org/guide/mobilize to open the correct Mobilize page. Then use this guide to help you fill out each field.

2. Tell us about your event

Here are some tips for each field on the event creation page, with the same heading and in the same order that they appear on Mobilize. Read along here as you scroll through the Mobilize page:

- **Basic information:** The pre-filled text in the "event title" and "event description" is just a suggestion to get you started! You can customize this information to better reflect your event.
 - Photo: You cannot edit the default image that displays with your event. If you want to design your own image, email us your graphic at host@swingleft.org, and we'll add it for you! Mobilize recommends images 1200 pixels wide and 630 pixels tall; please follow our [brand guidelines](#) to ensure your graphic matches our organization's style.
- **Visibility:** "Public" events will be listed on mobilize.us and swingleft.org; use this option if you want to advertise your event to folks you don't already know. Want to keep things among your direct invitees? Select "private" instead.
 - Tip: Mobilize does not allow you to save a draft of your event. But you can always keep your event "private" until it's ready, and then change it to "public" and save.
- **Location:** Mobilize supports both in-person and virtual events.
 - For virtual events, you should still add your zip code so that Mobilize promotes it to potential volunteers who live near you. If you don't select a zip code, your event will not come up in a search on mobilize.us or swingleft.org, and you might be missing out on signups!

- For in-person events, you can select “Only attendees can see this location” so that volunteers will only see the event address after they register. You can also just enter a city/state/zip code, if you don’t want to share the full address. However, be sure you have another plan for letting people know where the event is (options below).
- **Date and time:** Enter the date/time(s). For some events, you can offer multiple dates and times for an event, which is helpful if you host a recurring event every week, month, etc.
 - Capacity: If you’d like to limit the number of people at your event or shift, set a maximum capacity after each date and time. This is optional, and more typical for in-person events with limited space. But remember, there is always a “flake rate” of people not showing up, so consider setting your capacity limit higher than it actually is to account for that.
- **Communications:** Event hosts are required to list a phone number. Don’t worry—it is NOT publicly listed on the event, just sent to volunteers who RSVP for your event in their confirmation email, so they can get in touch with you if needed.
- **“Additional info for attendees”** will be sent in an automated registration email once someone signs up for your event. It won’t be displayed on the event page, so use this for anything you don’t want publicized. For example, Zoom links, the exact address, and other private details should go in this section; that way, anything private is only going to folks who actually sign up for your event. This is also a great place to put pre-event instructions; think about what you want volunteers to do before arriving, or bring with them, and put those tips here.
 - Whatever info you put in this box will also be included in an automated confirmation and reminder email that Mobilize sends your registered attendees closer to the event date.
- **Accessibility:** Let attendees know if the space is ADA compliant, and/or describe the location’s accommodations. For virtual events, it’s OK if you don’t know the answer to the question—you can leave the box unchecked.
 - Note: Many voter contact activities inherently are not ADA compliant. To help volunteers with disabilities navigate how they might be able to participate, you can use the open-ended box to give instructions such as, “If you have a disability and require special accommodations, please contact the event organizer and we’ll do our best to work with you.” You might also consider talking with your campaign contact about options to accommodate your volunteers’ needs.
- **Group chat:** The group chat feature will be automatically toggled off. We recommend you keep this disabled and find other means to communicate, such as a group chat, Slack channel, or direct Mobilize email. Group chats can clutter your volunteers’ inboxes and make important information hard to find. However, you may still enable it if you find the feature useful.

- **Who else is hosting this event with you?** If there are other volunteers helping you with your event, click the “Add a co-host” button and enter their information. Co-hosts will have the same privileges as you: they are able to see the full attendee list, send emails, and modify event settings. However, they will need to log into Mobilize separately using the email address you’ve listed as a co-host. They can log in using the “magic link” process described below.

3. Finalize event creation

- Finalize event creation by clicking “continue with email.” If you prefer to use Gmail, click “continue with Google.” This is not creating an account (Mobilize doesn’t put you through the hassle of a username/password); it just associates the event with your email address so you can manage it moving forward, as we go over in the next section.
 - Note: We do not recommend using your Facebook login to post on Mobilize (although we do recommend promoting the event on Facebook!).
- Click “host this event”!
 - If you signed in with Google, your event is live! Skip this step.
 - If you signed in with email, you have one more step. You’ll receive an email to “verify your event.” Click the link in that email. If you don’t receive the email, check your spam/junk folder. If you do not verify the event, it will not be published.
- Once your event is live, you’ll receive an email from Mobilize with the subject line “Your event is live.” From the email, you can:
 - View event page: This links to the live event signup page that your prospective attendees will see.
 - Note: You should NOT share links starting with `mobilize.us/dashboard/swingleft` because only event hosts can access them. The link you share should look something like: `mobilize.us/swingleft/#####` (without the “dashboard”).
 - Manage in your dashboard: How to make changes and manage your attendees on the back end. Visit swingleft.org/guide/mobilize for details.
 - Contact organization: Email us at host@swingleft.org with any questions or concerns.