



# Day of Action

(2020 Convention Info Session)



Team Trudeau  
**Training**



# What are we talking about?

- 1) What's a Day of Action?
- 2) Why an info session on the 2020 Convention?
- 3) Steps to organizing a Day of Action
- 4) Resources and Support



# What's a Day of Action?

Days of Action are **mass mobilizations of our supporters** – **on the doorstep, on the phone, or at community events** – so that we can engage Canadians in important conversations about building a better future. Having particular days set aside that you can plan for gives you time to engage and orient new volunteers, train your team leaders, and celebrate your success!





# Why an info session on the 2020 Liberal National Convention?

- 1) Promote this important national event;
- 2) Organize your local team to go together and put forward policy resolutions;
- 3) Invite someone to attend their very first Liberal National Convention!



# Organizing a Day of Action

- 1) Book a venue;
- 2) Plan your communications (email blasts, virtual phone bank, hustle);
- 3) Host your event;
- 4) Celebrate on social media;
- 5) Track attendance in Liberalist;
- 6) Send a thank you note to attendees.





# Key Metrics for Days of Action

3 key groups to engage:

- Registered Liberals;
- Donors;
- 2019 Volunteers.

There are 2 data points we will use to track the responses :

- **Survey Question** “2020 Events : Convention2020”
- **Event Tool** : Tracking the Scheduled attendees in the event tool





# Resources and Support

- <https://www.liberal.ca/training/>
  - Online courses for Days of Action;
- <https://liberalist.zendesk.com/hc/en-us/>
  - User Guides for Liberalist
- [Campaign@liberal.ca](mailto:Campaign@liberal.ca)
  - Get answers to technical support questions;
- <https://event.liberal.ca/en/events/99010>
  - Subscribe to a online webinar;
- [Policy@liberal.ca](mailto:Policy@liberal.ca)
  - Ask questions about the policy process.



# 2020 Liberal National Convention



You can find more information about the Liberal National Convention at <https://lib2020.ca/>

# Thank you!



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