

COS Presentation Guide

You are not alone! Leverage your RC, your fellow DCs, and volunteers—do not take it all on yourself!

Things to consider

- Start with a COS-friendly audience (e.g. district supporters and volunteers)
- Understand difference between COS meetings vs. meetings we are asked to present
- Consider teaming with neighboring District Captains for the first couple of events and meetings

Determine meeting location

- Consider a central location for target audience
- **Consider libraries, community centers, churches, restaurants with meeting rooms**
- **Consider needs in terms of size, layout, and equipment (projector, screens, cords)**
- Be careful how you request to use the meeting rooms, many do not support political meetings; this is educational/informational

Discuss how to promote event

- Coordinate with Regional Captain, State Director, & State Communications Coordinator
- Consider coordinating with other liberty-minded coalitions
- Using Slack #eventscalendar channel, have event added to State COS calendar
- Consider inviting neighboring districts/regions; use regional leverage
- **Use CitizensBuilder to send event notification(s) to target House Districts and encourage attendees to bring a friend**
- Use Eventbrite (free account) to capture registrant information, then look up in CitizenBuilder for HD, SD, City and phone
- Use state and/or district Facebook page to promote event
- Use Citizen Builder (or, District Dashboard, extract to XLS, get email list)
- Provide at least 2 weeks notice, Eventbrite will send an email reminder, and you can send a 1-day text reminder; link to state/Facebook event calendar
- Call all those that register, try to start the conversation with them, build initial rapport, seek their needs, thank them for registering

Materials – Plan ahead (3-4 week lead time)

- **New standard COS presentation:** <https://conventionofstates.com/presentation>
- **Presentation content guide** [here](#)
- Legislators - as appropriate, consider inviting legislators, legislators' staff
- Message Discipline (know your audience, their positions)
- Plan on recruiting attendees for supporters and volunteers
- Plan ahead, review for any specific roles you are looking for and make announcement
- Capture attendee list, try and track who registers / signs petition
- Can help identify new District Team Members
- Consider name badges, and organizing folks by city so they sit with their neighbors for team building
- After Meeting Review to discuss results against goals, capture action items, discuss improvements
- [COS Action Handbook for Legislators & Citizens](#)