



HOW TO HOST YOUR OWN EVENT

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Introduction

Thank you for leading the cause and hosting your own '[Republican Price Tag](#)' event in your community. There is power in the collective, and we are thrilled to work alongside you in this movement!

Before you begin, please make sure there isn't already a 'Republican Price Tag' event in your area. Take a look at what [events already exist here](#) before registering a new event to make sure there aren't multiple activations in one location.

If there isn't an event in your area, you can begin registering your activation [here](#).

Now that you are an official host, you will have access to digital toolkits and messaging guidance, and you will serve as the official leader of your event.

Hosting a 'Republican Price Tag' Event

The average household is paying an estimated \$3,500 more for health care, food, energy, clothing, and other basic needs under President Trump and Republicans in Congress. Republicans in Congress gave massive tax breaks to billionaires and large corporations, and working families got stuck with the bill.

Republican-backed cuts to Medicaid and food assistance, the failure to extend Affordable Care Act tax credits, higher tariffs, the unnecessary war in Iran, and other policies are making it harder for families to make ends meet. With members of Congress returning home for August recess, communities nationwide will hold events, share personal stories, and urge their representatives to take immediate action to lower costs.

This August, working people across the country are organizing events all month long to highlight the Republican Price Tag and how much families are paying for their agenda. Now more than ever, it's vital that you make your voice heard! No event is too big or too small, and everyone's event will look different. We encourage you to connect with your communities in the ways that you know best so Republicans in Congress start ***lowering our costs now!***

[Click here to register your event](#) and remember to:

- **MAKE IT INCLUSIVE.** We are creating an inclusive environment where everyone can speak about the impact rising costs have on their families and communities.
- **MAKE IT VISIBLE.** The collective power we build together will show those in power that working people are fed up with being forced to pay higher costs while billionaires and corporations continue to get richer.
- **MAKE IT LOUD.** Let's make sure that EVERYONE across the country hears our message loud and clear: Trump and Republicans in Congress need to ***lower our costs now!***

Resources

- Find talking points, a social media toolkit, and more on the 'Republican Price Tag' website [here](#).

Planning Your Event

During the month of August, Americans across the country will gather together to make our collective voices heard. Whether this is your first event or your tenth, we want to share some tips with you on how to make this as impactful as possible.

- **What Event Do You Want to Host?** - Figure out what kind of event makes sense for you and your community. Is it a smaller roundtable where people can speak candidly about their experiences? A town hall with key speakers and an opportunity for people in the crowd to

share their experiences too? A larger rally to harness the energy and frustration your neighbors are feeling around not being able to afford basic life necessities? A digital webinar with a few key speakers breaking down which costs are high and why? When you decide what direction you want to go in, remember to [register your event here!](#)

- **Location, Location, Location** - Location matters! Keep in mind the type of event you are hosting and how big of a crowd you need to accommodate when you pick the location of your event. Ensure that the event space is inclusive and accessible to everyone. **As a reminder, this event will take place in August.** Consider finding venues that are indoors or providing attendees with water if you live in a warmer climate.
- **Delegate Roles** - Many hands make light work. You don't have to do this work alone. Once you've [registered your event](#), gather a group that you can rely on to secure speakers, find a venue, get supplies, and provide any other logistical support you'll need for your event.
- **Get Speakers** - Securing compelling speakers is key to an engaging and impactful event. You'll need to identify people who can effectively convey the message and inspire others to take action, even beyond the day of your event. Some examples of good speakers include:
 - People who are impacted by Republican policies, including but not limited to:
 - Health care costs:
 - People who needed ACA tax credits for lower health care premiums
 - People who are near hospitals that are at risk because of Republican cuts to Medicaid
 - Medical professionals (doctors, nurses, hospital workers, etc) who can talk about hospitals at risk of closure or patients who can't afford health care
 - People who rely on Medicaid or have loved ones who need Medicaid
 - People whose premiums are rising
 - Food costs:
 - People who rely on SNAP to put food on the table
 - Local food pantry/food bank staff or volunteers who see how SNAP cuts and high food prices are impacting the community
 - People who are struggling to afford groceries
 - Gas and utility costs:
 - People who are struggling to afford gas prices
 - People who are struggling to afford utility bills
 - Elected officials
 - Faith Leaders
 - Organizations that are advocates on these issues
- **Be Flexible** - Can't get everyone in person? Don't worry, in this digital era, we encourage you to create a digital town hall for a more inclusive environment. Use [ZOOM](#) or [Google Meet](#) to

gather people in your community and have a conversation about how Trump and congressional Republicans are raising our costs.

BEFORE THE EVENT

- **Gather and Set Up** - You and all your key players should arrive at your venue **at least** 90 minutes before your event for whatever set up and prep is required. For example, setting up the audio equipment and the backdrop, preparing your speakers, ensuring you have snacks and water, and verifying that all accessibility elements are in place.

Also, if local press are coming, make sure you have a designated spot for them to live-tape and conduct interviews with you and the participants.

DURING THE EVENT

- **Greet Your Attendees** - Say hello to those who are attending your event. Having a sign in sheet can help you continue engaging with them beyond this event. If you have signs, make sure to hand them out before the event begins.
- **Keep Track of Time** - We know speakers can be passionate once they get on the mic. Make sure you give them a time limit (at least 2-5 minutes) so that they can share their stories and use the **talking points** on our website [here](#).
- **Post on Social Media** - During the event, be sure to take photos and videos, and use the hashtag #RepublicanPriceTag. See our social media toolkit on our website [here](#).

AFTER THE EVENT

- **Continue the Momentum** - Contact all of your participants and thank them for attending. Remember, the work doesn't stop here. Keep in contact with them even after your event is over so we can build a movement and continue this fight for lower costs together.
- **Keep Posting** - Over the next few days, continue to post on social media about your event and how Republicans are raising our costs. Remember to use the hashtag #RepublicanPriceTag. See our social media toolkit on our website [here](#).
- **Write a Press Release** - Writing a press release to send to local media is a great way to recap your event. Be sure to include quotes, pictures, and videos to demonstrate the impact and power of your 'Republican Price Tag' event. Find a sample press advisory and post-event press release on our website [here](#).
- **Submit a Letter to the Editor (LTE)** - Getting a group of people to submit LTEs to different publications is a powerful way to talk about the impacts of rising costs. The more stories you collect to submit, the louder your impact can be.

Getting Media Attention

- **Send a Clear, Compelling Media Advisory** - Write a concise advisory with who, what, when, where, and why. Include speaker names, visuals (e.g. speeches, signs, crowds, performances, chanting), and a strong title. Send it to local TV, radio, newspapers, and

digital outlets at least a few days before the event, and follow up the morning of the event. Find a sample press advisory on our website [here](#).

- **Offer Strong Visuals and Spokespeople** – Line up a few diverse, media-trained speakers ready to give short, clear soundbites on camera. Let the press know where they can easily set up gear and get interviews.
- **Leverage Social Media and Tag Reporters** – Promote your event online and share short clips or graphics ahead of time. Tag local reporters and outlets on platforms like X (Twitter) or Instagram—make it easy for them to notice and share. Post live from the event and send media follow-up with photos, quotes, and a press release after. Find our social media toolkit and a sample post-event press release on our website [here](#).

Sample Run of Show

No matter what kind of event you organize – a rally, town hall, roundtable, etc – you should always include the voices of real people who are impacted by Republican policies that are driving up our costs. You may want to invite local health care experts and elected officials to speak as well. Below is a sample run of show that can and should be adapted to fit the format of your event:

NOTE: Speaker remarks should last about 30 minutes

- **MC: Welcome & Land Acknowledgment** – Your MC should open the event, [acknowledge the land](#) and any partner organizations, and state the event’s purpose and stakes.
- **First Speaker** – Your first speaker should be someone who’s impacted by high costs thanks to Trump and congressional Republicans’ policies. They should tell their story and call on Congress to lower our costs.
- **Second Speaker** – Can be an advocate, community leader, ally organization, and/or expert. They should focus on community impact and organizing efforts. They can talk about current legislation and continue the call to action.
- **Third Speaker** – Another person from your community who’s impacted by high costs thanks to Trump and congressional Republicans’ policies. They should tell their story and call on Congress to lower our costs.
- **Fourth Speaker** – An elected official. They should offer a policy perspective or commitment to the issue, and end with a motivating message to keep up the fight. Getting elected officials at your event is helpful for getting press attention.
- **MC: Final Call to Action** – MC returns to recap the call to action, share the social media hashtag, and outline next steps.

Contingency and Safety Plan

When organizing a public event, creating a robust safety and contingency plan is essential to protect attendees and ensure a smooth event:

- Conduct a site assessment before you lock down the location to identify entry/exit points, medical stations, and potential hazards. Coordinate with local emergency services (police, fire, EMS) in advance of the event and inform them of your plans.

- Designate trained volunteers as safety marshals to monitor the crowd, assist with de-escalation, and direct people in case of an emergency.
- Prepare a list of emergency contacts and ensure all team members know how to reach them.
- Set up a check-in system for volunteers and a clear communication channel (like a group text or chat) to relay urgent updates.
- Have a backup plan for weather, disruptions, or counter-protesters—such as an alternative indoor location or a digital pivot.
- Provide information to attendees on what to bring (e.g., water, sunscreen, ID, comfortable shoes, rain jackets/umbrellas), what to avoid (e.g., large bags), and how to stay safe.
- Consider creating a one-page safety flyer and distributing it on social media or at the event. Keeping everyone informed and prepared minimizes risk and promotes a strong, unified message.
- ***Here are a few helpful tips if counter-protesters show up to your event:***
 - Take a breath.
 - Remain polite and calm.
 - Use your judgement on crowd control (e.g., have someone in the crowd start on-message chants).
 - If it becomes too disruptive, allow protesters to deliver their message while YOU make a judgment call on whether it is safe to continue the event. Don't put yourself in harm's way. Your safety is our #1 priority.
 - Do not physically interact with the protesters.
 - Do not attempt to surround or shout them down.

How to Make Your Event Inclusive

- **Select an Accessible Venue and Route** - Ensure the event location, stage (if applicable), restrooms, and pathways are wheelchair-accessible. Provide clear maps highlighting ADA entrances, seating areas, and parking. Avoid uneven surfaces, stairs without ramps, or narrow passageways.
- **ASL Interpreters and Captioning** - If possible, hire certified American Sign Language (ASL) interpreters for all speakers and performances. Provide live captioning (CART) on screens or via mobile access for deaf and hard-of-hearing participants.
- **Alternative Formats for Materials** - You may have people who speak different languages, so ensure that you translate your materials to accommodate everyone's participation. Additionally, consider using larger font sizes for printed materials.