

## **CC Featured Events and Organizations Operational Guidelines**

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*This document is made to help determine which organizations and events should be featured on Citizen Connect, and the type of organizations Citizen Connect should add into the portal*

### Organization Membership Criteria

1. Welcoming and able to engage with others with differing opinions.
2. Consistently posting content and/or holding events (essentially active).
3. Focuses on the CC main principles (Civility, Fairness, Reason) in order to promote healthy self-governance.
4. Has a clear mission and vision - no ambiguity.

### Featured Organization Selection Criteria

1. National scope (versus local or regional)
2. Significant commitment and track record offering engagement opportunities for mainstream citizens - both events and other resources
3. Ideological balance in leadership (e.g. Hispanic Leadership Fund led by a Republican)
4. Balance across civic renewal pillars (e.g. bridging, education and policy reform)
5. Inclusion of BIPOC, people of faith, youth, rural and women
6. BA membership a plus due to extra vetting and organizational maturity

### Featured Organizations Criteria & Cycle

1. A balance between Republican, Democrat, and nonpartisan organizations.
2. Active organizations that hold frequent events (N.B. use ranked list of orgs by # events as guide).
3. Organizations that have been instrumental in the launch of Citizen Connect.
4. An organization that does not demean opposing sides, and preferably, one that authentically invites other perspectives.
5. Organizations that have a strong support system backing them to bring more traffic to the website.
6. Have eight (8) featured orgs at any time.
7. Update featured orgs the first of every month. Update can consist of both which orgs and the order of orgs.
8. Preview upcoming orgs to be featured with the CC Ops Team the week before the first of the month for feedback (if any).
9. Shout out two (2) orgs per week via email ("Your org is featured") and CC social media.

### Featured Events Criteria & Cycle

1. Topic should be compelling. It could be a fresh take on a persistent challenge (e.g. polarization) or something tied to recent current events (e.g. Covid-19).
2. It is not specific to a certain region and can apply to the public as a whole.
3. The event title, and the first sentence of the event description, are clear and compelling.

4. The event involves high engagement.
5. Events that could appeal to both political ideologies (liberal and conservative).
6. An organization that does not post events as frequently as others (give the little guys their chance at the spotlight).
7. Have minimum of eight (8) featured events at any time.
8. Update featured events weekly, on Mondays. Preview upcoming events to be featured with CC Ops Team on Thursdays for feedback (if any).
9. Be sure to coordinate with CC Social Media Manager so featured events get featured on CC social media too.
10. Shout out four (4) events per week via email ("Your event is featured") and CC social media (promote 2 on Fri., 2 on Tues.).