



# Organization Building Workshop

## Recruit & Retain Activists

The Organization-Building Workshop equips you to recruit and retain volunteers for campaigns, members of organization, and activists for issue-specific causes.

The proven technology and tactics that will be taught integrate best practices of campaigns, marketing, sales, and psychology; activities are designed so participants make immediate progress towards their recruitment goals.

You will learn how to:

- Build lists of contacts, supporters, and petition signatures
- Activate contacts to get and stay involved
- Connect new members on social media and in person
- Organize data with free software
- Nurture relationships for the long term, over multiple elections



Napa, CA



**Saturday**  
**February 19th, 2022**  
12:00 p.m. - 3:00 p.m.






**\$25**  
meal included

## Register Today

Register online at [LeadershipInstitute.org/Training](https://LeadershipInstitute.org/Training)



 @LeadershipInst  
 LeadershipInstitute  
 LeadershipInstitute.org

