



TIME	SESSION TOPIC	KEY POINTS	PRESENTER
8:30 – 9:00 AM			
REGISTRATION			
9:00 – 9:15 AM	Welcome	<ul style="list-style-type: none"> • Introductions • Agenda Overview 	Nathan Fatal <i>Grassroots Program Coordinator, The Leadership Institute</i>
9:15 – 10:00 AM	Strategic Research	<ul style="list-style-type: none"> • Yourself and Your Opponent • Understating Your District • Know Your Voters 	Ryan Adams <i>Director of State and Government Relations, Bob Riley and Associates</i>
10:00 – 10:45 AM	Developing a Campaign Plan	<ul style="list-style-type: none"> • Elements of Campaign Plan • Organization and Structure • Programs and Budget 	Ryan Adams
10:45-11:00 AM			
BREAK			
11:00 – 11:45 AM	Finance Plan and Budget	<ul style="list-style-type: none"> • Choose a Fundraising Platform • Fundraising Tools • Setting Metrics & Benchmarks 	Ryan Adams
11:45 AM – 12:30 PM	Invisible Primaries	<ul style="list-style-type: none"> • What Stakeholders Look for • Political Parties and Elected Officials • Past Candidates 	Heather Sellers <i>President & Political Media Consultant, Best Sellers</i>
12:30 – 1:00 PM			
LUNCH			
1:00 – 1:45 PM	Building a Communications Plan	<ul style="list-style-type: none"> • Research • Setting Strategic Goals • Developing Your Plan 	Heather Sellers
1:45 – 2:30 PM	Social Media Tools for Campaigns	<ul style="list-style-type: none"> • Message Across 3 Screens • Targeting video, posts, and ads • Tracking Results 	Heather Sellers
2:30 – 2:45 PM			
BREAK			
2:45 – 3:30 PM	Vote Goals	<ul style="list-style-type: none"> • Choosing Methods • Finding Your Number • Political Targeting 	TBD
3:30 – 4:15 PM	Voter ID and Targeting	<ul style="list-style-type: none"> • Understanding Voter Blocks • Segmenting Voters • Database Management 	TBD
4:15 – 5:00 PM	Voter Contact Plan	<ul style="list-style-type: none"> • Methods • List Selecting and Targeting • Early Vote Programs 	TBD
5:00 – 5:30 PM			
QUESTIONS AND ADJOURNMENT			