

TIME	SESSION TOPIC	KEY DISCUSSION POINTS	PRESENTER
5:30 - 6:00 PM	Registration and Dinner		
6:00 - 6:30 PM	Welcome	<ul style="list-style-type: none"> Welcome Introductions Agenda Overview 	
6:30 - 7:15 PM	Recruitment and Vetting Candidates	<ul style="list-style-type: none"> Seeking Leaders to Run Questions to Ask Before Endorsing 	
7:15 - 7:45 PM	Ready To Run	<ul style="list-style-type: none"> Keys to a Winning Plan Questions to Ask Before Announcing 	
7:45 - 8:30 PM	Research	<ul style="list-style-type: none"> Yourself and Your Opponent Know What the Voters Want 	
8:30 - 9:00 PM	Practice	<ul style="list-style-type: none"> Form Teams Create a Candidate Vetting Questionnaire Research a Real or Hypothetical Opponent 	
8:45-9:00 PM	Q and A and ADJOURN		

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8:30-9:00AM	Registration & Optional Breakfast		
9:00-9:45 AM	Strategy	<ul style="list-style-type: none"> • Strengths & Weaknesses • Nine Proven Strategies 	
9:45-10:15 AM	Budget	<ul style="list-style-type: none"> • Purpose of a Budget • Benchmarks & Goals 	
10:15-10:45 AM	Practice	<ul style="list-style-type: none"> • Choose a Hypothetical Campaign • Create 3 Months of Budget • Create a Strategy Statement 	
10:45-11:00 AM	Break		
11:00-11:45 AM	Volunteer Recruitment	<ul style="list-style-type: none"> • Activating Contacts • Recognition & Gratitude 	
11:45-12:15 PM	Coalition Building	<ul style="list-style-type: none"> • Stakeholder Matrix • Putting Members to Work 	
12:15-12:30 PM	Practice	<ul style="list-style-type: none"> • Build a Stakeholder Database • Name and Research 5 Organizations 	
12:30-1:00 PM	Lunch		
1:00-1:45 PM	Message Development	<ul style="list-style-type: none"> • Leesburg Grid • Sticky Messages • Stories 	
1:45-2:15 PM	Mind the Gap	<ul style="list-style-type: none"> • How People Think and Choose • Using Intuitive Language 	
2:15-2:45 PM	Practice	<ul style="list-style-type: none"> • Build a Leesburg Grid • Write 2 stories using the Grid • Incorporate Caring and Fairness in the story 	
2:45-3:45 PM	PR and Earned Media	<ul style="list-style-type: none"> • Drawing Positive Coverage • Press Releases • Handling Negative Information 	
3:45-4:30PM	Practice	<ul style="list-style-type: none"> • Write a Postive Press Release • Formulate a response to a scandal 	
4:30PM	Q and A and ADJOURN		

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12:00-12:30 PM	Public Speaking	<ul style="list-style-type: none"> • Preparation • Non-verbals • Word Choice 	
12:30-1:30 PM	Practice	<ul style="list-style-type: none"> • Prepare a 3-Minute Stump Speech • Plan an Announcement Event • In 5 minutes Demonstrate the Event 	
1:30-1:45 PM	Break		
1:45-2:30 PM	Fundraising & Finance Plans	<ul style="list-style-type: none"> • Building Lists • Types of Donors • Making the Ask 	
2:30-3:00 PM	Small Event Fundraising	<ul style="list-style-type: none"> • Logistics • Host & Committees 	
3:00-3:30 PM	Practice	<ul style="list-style-type: none"> • Write a Fundraising Letter • Plan an Event • Practice Your Pitch on a Prospective Donor 	
3:30-3:45 PM	Vote Goals	<ul style="list-style-type: none"> • Targeting • Finding Your Numbers 	
3:45-4:30 PM	Voter Contact	<ul style="list-style-type: none"> • Channels to Contacting Voters • Scripts • Targeting Matrix 	
4:30-5:00 PM	Practice	<ul style="list-style-type: none"> • Write a Voter Contact Plan • Draw/Design a Mail Piece • Practice Door Knocking or Phone Calling 	
5:00 PM	Q and A and ADJOURN		