



Research and Planning Workshop

Tuesday, May 17, 2022

6:30 to 6:45 pm	Introduction to the Leadership Institute <ul style="list-style-type: none">▪ Introductions▪ Agenda Overview
6:45 to 7:15 pm	Know Your Numbers <ul style="list-style-type: none">▪ Looking at Voting Trends▪ Demographics
7:15 to 8:00 pm	Strategic Research <ul style="list-style-type: none">▪ Yourself and Your Opponent▪ Know What Voters Want
8:00 to 8:45 pm	Campaign Plan <ul style="list-style-type: none">▪ Organization and Structure▪ Elements of a Plan
8:45 to 9:30 pm	Vote Goals <ul style="list-style-type: none">▪ Finding Your Number▪ Choosing Your Methods
9:30 pm	Questions & Answers