



Not Giving Away My Shot: Messaging and Organizing  
 Cranston, RI  
 June 29, 2022  
 \*Topics subject to change

TIME	SESSION TOPIC	KEY DISCUSSION POINTS	PRESENTER
<b>12:30-1:00 PM</b>	<b>Registration and Lunch</b>		
1:00-1:30 PM	Introduction to LI	<ul style="list-style-type: none"> <li>• Introductions</li> <li>• Agenda Overview</li> </ul>	Dena Espenscheid Director of Coalitions Leadership Institute
1:30-2:15 PM	Message Development	<ul style="list-style-type: none"> <li>• Make them Care</li> <li>• Make it Memorable</li> </ul>	
2:15-3:00 PM	Mind the Gap	<ul style="list-style-type: none"> <li>• Intuitive Communicatons</li> <li>• Communicating with Moderates and Liberals</li> </ul>	
3:00-3:45 PM	Growing Your Org	<ul style="list-style-type: none"> <li>• Friendship Formula</li> <li>• Beyond the Keyboard</li> </ul>	
3:45-4:00 PM	Volunteer Recruitment	<ul style="list-style-type: none"> <li>• Identifying new Activists</li> <li>• The Importance of Gratitude</li> </ul>	
<b>4:00 PM</b>	<b>Q and A and ADJOURN</b>		