



Local Leaders and Campaign Management Workshop

Saturday, June 18, 2022

8:30 to 9:00 am	Registration & Breakfast
9:00 to 9:15 pm	Introduction to the Leadership Institute <ul style="list-style-type: none">▪ Agenda Overview▪ Introductions
9:15 to 9:45 pm	Understanding Committee Roles <ul style="list-style-type: none">▪ Building Your Committee▪ Where Your Committee Can Help
9:45 to 10:00 am	Know Your Community <ul style="list-style-type: none">▪ How to Analyze Data▪ Understanding Voting Trends
10:00 to 10:15 am	Break
10:15 to 11:00 am	Using Social Media <ul style="list-style-type: none">▪ How to Effectively Engage▪ Do's and Don'ts
11:00 to 11:45 am	Fundraising & Finance Plan <ul style="list-style-type: none">▪ Donor Pyramid▪ Fundraising Tools
11:45 to 12:15 pm	Lunch
12:15 to 1:00 pm	Are you Ready to Run? <ul style="list-style-type: none">▪ Questions to Ask Before Running▪ Keys to a Winning Plan
1:00 to 1:30 pm	Vote Goals <ul style="list-style-type: none">▪ Find Your Number▪ Understanding Voter Blocks
1:30 to 2:15 pm	Voter Contact Plans <ul style="list-style-type: none">▪ Overview of Voter Contact Options▪ Tips for Doors and Phones
2:15 to 2:30 pm	Break
2:30 to 3:15 pm	Message Development <ul style="list-style-type: none">▪ Leesburg Grid▪ Stores over Stats
3:15 to 4:00 pm	Public Relations & Handling Negative Information <ul style="list-style-type: none">▪ Earned and Unearned Media▪ Approaches to Attacks
4:00 to 4:30 pm	Mail-in/Early Voting Plan <ul style="list-style-type: none">▪ Create a Chase Program▪ Issues to Watch For
4:30 to 4:45 pm	Questions and Answers