



Leadership Institute

Local Leader Workshop

Friday, March 18, 2023

8:30 am to 9:00 am

Registration & Continental Breakfast

9:00 am to 9:15

Opening Session

- Faculty and Staff
- Introductions

9:15 am to 10:00 am

Understand the Committee

- Structure of Parties
- Committees & Roles
- Candidate Recruitment

10:00 am to 10:45 am

Know Your District

- Know Who Lives in the District
- Vote Goals
- Where Does Data Come From

10:45 am to 11:00 am

Break

11:00 am to 11:45 am

Coalition Building

- What is a Coalition
- Why They Are Important
- How to Use Them

11:45 am to 12:30 pm

Grow Your Organization

- Volunteer Motivations
- Managing Volunteers
- Developing Volunteers

12:30 pm to 1:00 pm	Lunch
1:00 pm to 1:45 pm	Message Development <ul style="list-style-type: none">▪ Identify Your Message vs. Thiers▪ Storytelling
1:45 pm to 2:30 pm	In the Eyes of the Beholder <ul style="list-style-type: none">▪ Understand Decision Making▪ Why Voters Hear You Differently▪ Effective Messages
2:30 pm to 2:45 pm	Voter Contact <ul style="list-style-type: none">▪ Effective Tactics▪ Script Writing
2:45 pm to 3:30 pm	Break
3:30 pm to 4:15 pm	Fundraising <ul style="list-style-type: none">▪ Why We Donate▪ Creating a Fundraising Plan▪ Anatomy of the Ask
4:15 pm to 4:30 pm	Q&A and Adjournment