

AGENDA

Co-op Campaign Academy

Day 1

8:00 AM — Welcome from Sponsors & Introductions

8:30 AM — Should I Step Into the Arena?

- Is running for office right for you?
- Candidate Self-Assessment
- Understanding the impact on family, work, and personal life

9:00 AM — Campaign Strategy & Management 101

- Basics of campaign strategy and message
- Understanding your race and district
- Structuring your campaign team and “kitchen cabinet”
- Budgeting & Scheduling
- Writing a Campaign Plan

10:15 AM — Networking Break

10:30 AM — Campaign Finance Regulations & Reporting

- Writing a fundraising plan
- Call time & individual donor outreach
- Hosting successful fundraising events
- Cultivating donors and “raisers”
- Hear firsthand from current/former elected officials and candidates

11:30 AM — Fundraising Strategy

- Writing a fundraising plan
- Call time & individual donor outreach
- Hosting successful fundraising events
- Cultivating donors and “raisers”

12:15 PM — Lunch w/Keynote Speakers: Tales from the Trail:

Hear firsthand from current/former elected officials and candidates

1:30 PM — Messaging 101

- Craft a winning message
- Deliver your message to voters: Pros, Cons and Tips for successful direct mail, radio, digital, and social

2:30 PM — Generating Earned Media

- Getting your message out via the press
- Pitching stories

3:15 PM — Networking Break

3:30 PM — Interactive Breakout Session #1

Making the Ask:

- Craft a tight script to ask for donations
- Role-play, practice and fine-tune your ask

Handling the Media:

- Interview tips & tricks
- Role-play media interviews

4:15 PM — Interactive Breakout Session #2

Same as above

5:00 PM — Day 1 Wrap-Up & Networking Reception

Day 2

8:30 AM — Voter Math: Targeting 101

- Calculating your votes to win number
- Developing a field plan

9:00 AM — GOTV Basic

- Building a canvassing plan
- Phone banking scripts & tips
- Early and absentee ballots

9:45 AM — Interactive Breakout Session #3

Door Knocking

- Writing your Canvassing Elevator Speech
- Practice door knocking

10:15 AM — Networking Break

10:30 AM — It's a Digital World

- Integrating social media into your campaign
- When/How to use social and digital (and when not to)

11:15 AM — Wrap Up & Faculty Panel

Ask our panel of presenters anything

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