

AGENDA

Co-op Campaign Academy

Morning

8:15 AM — Registration & Continental Breakfast

8:45 AM — Welcome from Sponsors & Introductions

9:15 AM — Entering the Arena

- Campaign Planning: Your ROADMAP to Success

10:30 AM — Networking Break

10:45 AM — Fundraising & Budgeting

- Campaign Budgeting
- Writing a Fundraising Plan
- Donor Outreach and Hosting Successful Fundraising Events

Lunch

11:45 PM — Tales from the Trail

Current and former elected officials and candidates talk about their experiences running for elected office in Montana.

Afternoon

1:00 PM — Campaign Finance Regulations & Reporting

2:00 PM — Networking Break

2:15 PM — Crafting and Delivering a Winning Message

- Components of a Winning Message
- Delivering that Message to Voters (Pros, Cons, and Tips for Direct Mail, Radio, Digital, and Social)
- Getting the Message Out Via the Press

3:30 PM — Getting out Your Vote: Targeting & Field Strategies

- Calculating your “Votes to Win” number
- Developing Field and Canvassing Plans
- Early and Absentee Ballots

4:15 PM — Wrap Up & Adjourn

HOSTED BY

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