

*Topics subject to change

TIME	SESSION TOPIC	KEY DISCUSSION POINTS	PRESENTER
8:30-9:00 AM	REGISTRATION AND OPTIONAL BREAKFAST		
9:00-9:15 AM	Welcome	<ul style="list-style-type: none"> • Introductions • Agenda Overview 	Chris Godbey Senior Grassroots Coordinator Leadership Institute
9:15-10:00 AM	Strategic Research	<ul style="list-style-type: none"> • Yourself and Your Opponent • Understating the District • Know Your Voters 	Robert Arnakis Sr. Director of Domestic and International Programs Leadership Institute
10:00-10:45 AM	Developing a Campaign Plan	<ul style="list-style-type: none"> • Elements of Campaign Plan • Organization and Structure • Programs and Budget 	Robert Arnakis
10:45-11:00 AM	BREAK		
11:00-11:45 AM	Campaign Strategy	<ul style="list-style-type: none"> • Working Through Strengths and Weaknesses • Nine Classic Points • Developing the Plan 	Chris Godbey
11:45 AM-12:30 PM	Volunteer Recruitment and Management	<ul style="list-style-type: none"> • List Building • Activate Contacts • Recognition and Gratitude 	Chris Godbey
12:30-1:30 PM	LUNCH		
1:30-2:15 PM	Building Coalitions	<ul style="list-style-type: none"> • Stakeholder Metrics • Roles, Responsibilities, Expectations • Effective Uses of Coalitions 	Robert Arnakis
2:15-3:00 PM	Vote Goals	<ul style="list-style-type: none"> • Choosing Methods • Finding Your Number • Political Targeting 	Robert Arnakis
3:00-3:15 PM	BREAK		
3:15-4:00 PM	Voter ID and Targeting	<ul style="list-style-type: none"> • Understanding Voter Blocks • Segmenting Voters • Database Management 	Robert Arnakis & Chris Godbey
4:00-4:45 PM	Voter Contact Plan	<ul style="list-style-type: none"> • Methods • List-Selecting and Targeting • Early Vote Programs 	Chris Godbey
4:45-5:00 PM	QUESTIONS AND ADJOURNMENT		

TIME	SESSION TOPIC	KEY DISCUSSION POINTS	PRESENTER
8:30-9:00 AM	BREAKFAST		
9:00-9:45 AM	Mind The Gap	<ul style="list-style-type: none"> • How People Think and Choose • Moral Foundations • Using Intuitive Language 	Robert Arnakis
9:45-10:30 AM	Building a Communications Plan	<ul style="list-style-type: none"> • Research • Setting Strategic Goals • Developing Your Plan 	Robert Arnakis
10:30-10:45 AM	BREAK		
10:45-11:30 AM	Message Development	<ul style="list-style-type: none"> • Drawing Positive Coverage • Establishing Credibility • Writing a Press Release 	Chris Godbey
11:30 AM-12:15 PM	Public Relations and Earned Media	<ul style="list-style-type: none"> • Drawing Positive Coverage • Establishing Credibility • Writing a Press Release 	Chris Godbey
12:15-1:15 PM	LUNCH		
1:15-2:00 PM	Fundraising Overview	<ul style="list-style-type: none"> • Donor Pyramid • Science of Persuasion • Making the Ask 	Robert Arnakis
2:00-2:45 PM	Finance Plan and Budget	<ul style="list-style-type: none"> • Fundraising Tools • Setting Goals and Benchmarks • Principles 	Robert Arnakis
2:45-3:00 PM	BREAK		
3:00-4:15 PM	GOTV, Absentee Ballot/Early Voting, Election Day	<ul style="list-style-type: none"> • Staffing Your Operations • Robust Early Vote Strategy • Final Push 	Robert Arnakis & Chris Godbey
4:15-5:00 PM	Campaign Team	<ul style="list-style-type: none"> • Roles and Responsibilities • Expectations and Pay • Volunteer Leadership 	Chris Godbey
5:00 PM	QUESTIONS AND ADJOURNMENT		