

## Candidate Development Workshop

Anytown, USA

### Sample Agenda

\*Topics subject to change

TIME	SESSION TOPIC	KEY DISCUSSION POINTS	PRESENTER
<b>8:30-9:00 AM</b>	<b>REGISTRATION AND OPTIONAL BREAKFAST</b>		
9:00-9:15 AM	Welcome	<ul style="list-style-type: none"> <li>• Introductions</li> <li>• Agenda Overview</li> </ul>	Chris Godbey Senior Grassroots Coordinator Leadership Institute
9:15-10:00 AM	Real Nature of Politics	<ul style="list-style-type: none"> <li>• Lessons from History</li> <li>• Philosophy vs. Technology</li> <li>• Organizing and Communicating</li> </ul>	Nathan Fatal Grassroots Program Coordinator Leadership Institute
<b>10:00-10:10 AM</b>	<b>BREAK</b>		
10:10-11:00 AM	Are You Ready to Run	<ul style="list-style-type: none"> <li>• Building Your Narrative</li> <li>• Keys to a Winning Plan</li> <li>• Questions to Ask before Announcing</li> </ul>	Nathan Fatal
11:00-11:45 AM	Leadership and Ethics	<ul style="list-style-type: none"> <li>• Qualities of a Leader</li> <li>• Types of Leadership</li> <li>• Establishing and Maintaining Ethics</li> </ul>	Chris Godbey
11:45 AM-12:30 PM	Strategic Research	<ul style="list-style-type: none"> <li>• Yourself and Your Opponent</li> <li>• Understanding the District</li> <li>• Know What the Voters Want</li> </ul>	Chris Godbey
<b>12:30-1:15 PM</b>	<b>LUNCH</b>		
1:15-2:00 PM	Developing a Campaign Plan	<ul style="list-style-type: none"> <li>• Elements of Campaign Plan</li> <li>• Organization and Structure</li> <li>• Programs and Budget</li> </ul>	Nathan Fatal
2:00-2:45 PM	Public Speaking	<ul style="list-style-type: none"> <li>• Being Remembered</li> <li>• Vocal, Verbal, Visual</li> <li>• Confidence and Charisma</li> </ul>	Nathan Fatal
<b>2:45-3:00 PM</b>	<b>BREAK</b>		
3:00-3:45 PM	Storytelling	<ul style="list-style-type: none"> <li>• Finding Your Voice</li> <li>• Connecting Personally</li> <li>• Think, Laugh, Cry</li> </ul>	Nathan Fatal
3:45-5:00 PM	Fundraising Overview	<ul style="list-style-type: none"> <li>• Donor Pyramid</li> <li>• Science of Persuasion</li> <li>• Making the Ask</li> </ul>	Chris Godbey
<b>5:00 PM</b>	<b>QUESTIONS AND ADJOURNMENT</b>		