



## CANDIDATE DEVELOPMENT WORKSHOP AGENDA

Saturday, February 5, 2022

	Welcome by Host
9:00 am to 9:05 am	<ul style="list-style-type: none"><li>▪ Welcome</li><li>▪ Program overview</li></ul>
9:05 am to 9:30 am	Voter Registration <ul style="list-style-type: none"><li>▪ Florida specific</li></ul>
9:30 am to 9:45 am	Introduction to LI <ul style="list-style-type: none"><li>▪ Introductions</li><li>▪ Agenda overview</li></ul>
9:45 am to 10:15 am	Are You Ready to Run? <ul style="list-style-type: none"><li>▪ Keys to a winning plan</li><li>▪ Questions to ask before</li></ul>
10:15 am to 10:45 am	Campaign Strategy <ul style="list-style-type: none"><li>▪ Strengths and weaknesses</li><li>▪ Nine winning strategies</li></ul>
10:45 am to 11:00 am	Break
11:00 am to 11:30 am	Vote Goals <ul style="list-style-type: none"><li>▪ Finding your number</li><li>▪ Understanding voter blocks</li></ul>
11:30 am to 12:00 pm	Mind the Gap <ul style="list-style-type: none"><li>▪ Intuition vs. reasons</li><li>▪ Communicating intuitively</li></ul>
12:00 pm to 12:30 pm	Lunch
12:30 pm to 1:00 pm	Message Development <ul style="list-style-type: none"><li>▪ Leesburg grid</li><li>▪ Sticky messages</li></ul>
1:00 pm to 1:30 pm	PR and Earned Media <ul style="list-style-type: none"><li>▪ Communications products</li><li>▪ Communications planning</li></ul>
1:30 pm to 1:45 pm	Break



## CANDIDATE DEVELOPMENT WORKSHOP AGENDA

1:45 pm to 2:15 pm

Fundraising and Finance Plan

- Donor pyramid
- Fundraising tools

2:15 pm to 2:45 pm

Small Events Fundraising

- Logistics
- Collecting contributions

2:45 pm to 3:00 pm

Break

3:00 pm to 3:30 pm

Voter Contact

- Overview
- Tips for phones and doors

3:30 pm to 4:00 pm

Campaign Team

- Roles and responsibilities
- Expectations and pay

4:00 pm to 4:15 pm

Questions and Adjournment

---