



## Get-Out-The-Vote (GOTV) Workshop

5:00 pm to 5:30 pm	Registration and Dinner
5:30 pm to 5:45 pm	Introduction to the Leadership Institute <ul style="list-style-type: none"><li>▪ Introductions</li><li>▪ Agenda Overview</li></ul>
5:45 pm to 6:30 pm	Vote Goals & Voter Contact <ul style="list-style-type: none"><li>▪ Find Your Number</li><li>▪ Political Targeting &amp; Methods</li></ul>
6:30 pm to 6:50 pm	Building A Volunteer Force <ul style="list-style-type: none"><li>▪ BEACON Method</li><li>▪ Campaign Roles</li></ul>
6:50 pm to 7:30 pm	Absentee & Early Voting <ul style="list-style-type: none"><li>▪ Win Before Election Day</li><li>▪ Create the Chase</li></ul>
7:30 pm to 7:45 pm	Break
7:45 pm to 8:15 pm	Messaging <ul style="list-style-type: none"><li>▪ Communicating Through Values</li><li>▪ Using the Leesburg Grid</li></ul>
8:15 pm to 8:30 pm	Texas Specific Data Management <ul style="list-style-type: none"><li>▪ Web Elect</li><li>▪ Data Center</li></ul>
8:30 pm	Questions & Answers