



CAMPAIGN MANAGEMENT WORKSHOP AGENDA

January 15, 2022	
8:30 am to 8:55 am	Registration & Continental Breakfast
9:00 am to 9:15 am	Introduction to LI <ul style="list-style-type: none"> ▪ Introductions ▪ Agenda Overview
9:15 am to 9:45 am	Campaign Plan <ul style="list-style-type: none"> ▪ Elements of a Campaign Plan ▪ Organizational Structure
10:00 am to 10:45 am	Vote Goals & Voter ID <ul style="list-style-type: none"> ▪ Calculate Votes Needed to Win
10:45 am to 11:00 am	Break
11:00 am to 11:45 am	Research <ul style="list-style-type: none"> ▪ Demographics ▪ Opposition ▪ Vulnerability Analysis
11:45 am to 12:30 pm	Fundraising <ul style="list-style-type: none"> ▪ Fundraising Plan ▪ Anatomy of the Ask
1:15 pm to 2:15 pm	Mind the Gap <ul style="list-style-type: none"> ▪ Decision Making ▪ How Your Message is Received
2:15 pm to 3:00 pm	Communications <ul style="list-style-type: none"> ▪ Leesburg Grid ▪ Storytelling
3:15 pm to 4:00 pm	Voter Contact <ul style="list-style-type: none"> ▪ Effective Tactics ▪ Script Writing