



2019 Campaign School Agenda

THURSDAY, AUGUST 8 – TBD

6:00pm **Welcome Happy Hour**
Join fellow participants and presenters for a kick-off to 2019 Campaign School

FRIDAY, AUGUST 9 – Capital Factory (3102 Oak Lawn Ave, Dallas)

9:00am **Training Orientation**
Learn about Annie's List and prepare to maximize the training with our staff.

10:00am **Campaign Staff & Structures 101**
Learn about various campaign staff positions, organizational structures and how to position yourself to join a campaign.

12:00pm **Lay of the Land Research** (includes lunch)
Jump head first into the research you'll do as a campaign staffer as you investigate the campaigns you'll join.

2:00pm **Leadership on the Campaign Trail**
Campaigns are intense and quickly-changing environments. Top Democratic Strategists will lead a discussion about what leadership looks like in this context, the ethics of political operations and the person you want to be under pressure.

4:00pm **Win Numbers & Intro to Field Organizing**
Calculate a win number and learn how to organize activists and voters into a winning campaign.

6:00pm **Voices of Experience: Campaign Staffer Panel** (includes dinner)
This panel will include some of the best campaign managers and political strategists in Texas Democratic politics to answer all your questions about life on the campaign trail and managing your political career.

SATURDAY, AUGUST 10 – Capital Factory (3102 Oak Lawn Ave, Dallas)

9:00pm **Crafting Voter Universes & Field Capacity**
Learn the basics of voter targeting, creating universes of voters to contact, and how to estimate the number of volunteers or paid staff a campaign will require.



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- 10:45am **Introduction to Organizing**
We will discuss organizing, methods used to organize and how you can be the most effective organizer throughout a campaign.
- 12:00pm **Panel Discussion: Organizing in Communities of Color (lunch included)**
Hear from a panel of expert Democratic strategists how they organize within communities of color to build collations of voters and win elections.
- 1:15pm **Volunteer Management & Training**
Plunge into volunteer management, making the hard ask, and training volunteers to be successful organizers for candidates.
- 5:15pm **Managing Phone Banks & Launching Canvassers**
Learn from the best field staffers how to set up and launch the most efficient and effective phone banks and canvasses for a campaign.
- 6:30pm **Policy 101 Panel** (dinner included)
Political strategists share the basics of messaging when it comes to Democratic politics this cycle. Topics will include property taxes, healthcare, education, immigration, women's reproductive rights, and redistricting.

SUNDAY, AUGUST 11 – Capital Factory (3102 Oak Lawn Ave, Dallas)

- 9:00pm **Program Planning: Vote by Mail & Paid Canvass**
Vote by Mail programs are increasingly important in a cycle in which straight-ticket voting is no longer an option. Join us to learn how to create an effective vote by mail program and the basics behind managing paid canvasses.
- 11:00am **Get Out The Vote Planning**
During this session learn how to plan to turn out voters for Early Voting and Election Day.
- 1:00pm **Fundraising 101**
Fundraising experts will walk participants through the basics of campaign fundraising. Learn about the circles of benefit, how to find donors, and how to make a successful ask for contributions.
- 4:30pm **Fundraising 201**
Dive deeper into fundraising and learn how to create a candidate prospectus and rolodex a candidate's network for potential donors.



7:00pm **Managing Call Time** (dinner included)
Grab a meal with our panel of fundraising experts to absorb their best tips on how to effectively manage call time with any type of candidate.

MONDAY, AUGUST 12 – Capital Factory (3102 Oak Lawn Ave, Dallas)

9:00am **Direct Response Fundraising**
Discover how to successfully raise money from online sources including email and digital engagement with supporters.

10:00am **Fundraiser Planning 101**
Learn our method of planning fundraising and meet & greet events for candidates in a few easy steps.

11:00am **Communications & Branding**
Experts will teach the importance of campaign branding and how to maintain tone and style throughout the cycle of a campaign.

1:30pm **Storytelling**
Sharing your story and that of a candidate is an incredibly important tool. During this section you will learn how to effectively tell your story with a great call to action.

2:30pm **Connecting with Communities of Color Panel**
A panel of experts will explain how to effectively communicate with different diverse communities that you will interact with on the campaign trail.

3:45pm **Social Media Management**
Learn practical tips and the basics behind social media management for campaigns.

5:00pm **Opposition Research & Tracking**
Top research experts will share insight regarding candidate research, diving into the background of the opponent, and how to successfully track your opponent on the campaign trail.

6:00pm **Happy Hour Celebration**
Join us to celebrate the completion of Annie's List Campaign School.