



**The Gay & Lesbian Leadership Institute's
Candidate & Campaign Training
*Agenda***

**Thursday
THE BIG PICTURE**

5:30 – 5:45 pm	Registration
5:45 - 6:30 pm	Dinner
6:00 - 6:30 pm	Welcome
6:30 - 7:00 pm	Orientation and Strategic Overview
7:00 - 8:00 pm	Deciding to run/Elements of Campaign/Writing a Plan
8:00 – Late	Homework # 1 Campaign Staffing & # 2 Strategic Assumptions

**Friday
VOTER CONTACT AND GOTV**

7:00 - 8:00 am	Breakfast
8:00 - 9:00 am	Vote Goals and Targeting with Exercise
9:00 - 9:45 am:	Using Voter Files and Collecting Data
9:45 -10:00 am	Break
10:00 - 11:00 am	Phones
11:00 - 11:10 am	Break
11:10 - 12:00 pm	Canvassing
12:00 – 1:00 pm	Lunch
1:05- 1:50 pm	Direct Mail
1:50 - 2:40 pm	Get Out the Vote, Early Vote and Absentee Voting Homework: Field Plan, Calendar & Prioritization Exercise
2:40 - 2:50 pm	Break



2:50 - 3:40 pm	Working With Your Campaign Team and Interest Groups
3:40 – 3:50 pm	Break
3:50 - 4:30 pm	Running as a LGBT Candidate
4:30-5:00	Running Out exercise
5:10 - 6:00 pm	Message Homework: Message Grid and Campaign theme
5:45 – 6:15 pm	Break
6:30 – 7:15	Dinner speaker
7:15 – 11:00	Homework

Saturday
BUDGET, FUNDRAISING AND MESSAGE

7:00 - 8:00 am	Breakfast
8:00 – 9:00 am	Homework Review
9:00 - 10:00 am	Budget Homework: Budget
10:00 - 11:30 am	Fundraising
11:30 - 12:15 pm	Fundraising Exercise Homework: Fundraising Plan
12:15 – 1:00 pm	Lunch
1:00 - 1:45 pm	Comparative Media Costs
1:45 – 2:00 pm	break
2:00 - 2:45 pm	Polling
2:45 - 3:00 pm	Break:
3:00 - 4:00 pm	Paid and Earned Media



4:00 - 4:10 pm	Break
4:10 - 4:50 pm	Using the Internet as an Organizing and Advertising Tool
4:50 – 5:00 pm	Homework: Paid Media Plan Presenter:
5:00 - 5:30 pm	Homework Review
5:30 – 6:00 pm	Break
6:30 pm	Dinner to go
8 PM – Very Late	Finish Plans ...

Sunday
PUTTING IT ALL TOGETHER

7:00 - 8:00 am	Breakfast
8:00 - 10:00 am	Team Presentations **Incorporate all homework into presentation
10:00 - 10:45 am	Team Presentation Critique, Evaluations, Wrap-Up