

2008 Voter Mobilization Training

August 16 and 17

Lewis Ginter Botanical Garden- Education & Library Complex (ELC)
1800 Lakeside Avenue, Richmond, VA

During this weekend, we will introduce and explore the core themes and concepts of effective electoral organizing for this upcoming election in 2008. You will learn how to effectively reach out to voters in your communities to bring them into this historic election!

Goals for participants:

1. Participants will learn the use of specific techniques and tools to increase their effectiveness in local campaigns
2. Participants will learn how to develop and deliver powerful messages that move people in their communities to act for progressive victories that represent their values and principles
3. Participants will further their ability to develop and manage strategic campaigns
4. Participants will strengthen their understanding of the connection between long-term community and issue organizing and short-term electoral organizing
5. Participants will build lasting connections and relationships with each other as progressive activists and organizers

Day One- Saturday

8:30am – 9:15am **Breakfast and Check-in**

9:15am – 9:45am **Welcome**

Intermediate

10:00am – 11:00am **Big picture Organizing**

Understanding the wider place of your organizing work is important. You will learn how election year campaigns fit with broader issue advocacy, community organizing, and civic engagement campaigns within the progressive movement.

Nikhol Atkins and Causten Wollerman

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11:10am – 12:30pm **Developing a Compelling Voter Message**

Communicating effectively with potential voters is key. You will learn key tips for developing and delivering your own effective personal message to voters in your outreach efforts.

LaDon James

Advanced

10:00am – 12:30pm **Planning to Win**

Having a solid campaign plan is crucial to winning your campaign. You will learn the core components of a plan and the specifics of creating a plan.

Dave Woodward

12:30pm – 1:30pm Lunch – **Virginia Politics**

Knowing the political terrain of your state will benefit you in your campaign work. You will hear from seasoned activists in a panel discussion on the nuts and bolts of Virginia politics.

Michael Cassidy and Dana Wiggins

Intermediate

1:45pm – 4:00pm **Peer-to-peer Voter Outreach**

Being effective in direct voter contact is crucial to winning over voters. You will learn and practice the basics of reaching out to voters at the door and on the phones. You'll learn the different phases of voter outreach and practice your pitch using real-life scenarios.

Pabitra Benjamin

4:10pm – 6:00 pm **Volunteer Program: Recruitment and Management**

Volunteers are the backbone of your campaign. You will learn how to successfully recruit volunteers, how to deal with fears and issues that your volunteers may have, and how to build the leadership of the volunteers on your campaign.

Causten Wollerman

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Advanced

1:45pm – 3:15pm **Meaningful Constituent Contact**

Targeting your voter base effectively is important when executing your campaign plan. You will learn how to identify the key constituents you need to win your campaign including some new tools for even more precise targeting.

Dave Woodward

3:15pm – 4:35pm **Power Messaging**

Developing your campaign's core message is important. Learn how to develop a campaign message that resonates with your targets and how to deliver that message effectively, particularly through connecting with voters based on their values.

Nikhol Atkins

4:45 – 6:00pm **Working with the Media**

Discuss strategies of working with earned and paid media. Identify tools and tactics for using new media outlets.

Patrick Getlein

6:00pm-6:15pm **Group Wrap-up and Evaluations**

6:15pm-7:15pm **Informal Reception**

A chance to get to know other participants and other progressive leaders from the region.

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Day Two- Sunday

8:30am – 9:00am **Breakfast and Check-in**

9:00am – 9:15am **Welcome**

9:20am – 10:50am **Innovative Techniques in Campaigning: Joint Session**

Understanding how new techniques and technology affects your campaign efforts is key in the current political landscape. You will learn how to successfully incorporate innovative outreach methods and online technology into various aspects of your internal campaign structure and in doing voter outreach.

Rochelle Robinson

Intermediate

11:00am – 12:45pm **Grassroots Fundraising**

Raising money is crucial to the success of any campaign. You will learn how to get comfortable asking for money from small donors and how to effectively make the ask.

LaDon James

Advanced

11:00am – 12:45pm **Campaign Fundraising**

Being an effective fundraiser will help the success of your campaign. You will learn how to identify and engage donors and how to make a finance plan for your campaign.

Lauree Hayden

12:45pm – 1:45pm **Lunch – Protecting the Vote in Virginia**

Ensuring that your constituency knows their voter rights is significant in this election. You will learn what progressives are doing to protect the rights of voters and how to use the latest technology, techniques and resources to protect voter rights in your community leading up to Election Day.

Adisa Muse

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Intermediate

2:00pm – 3:30pm **Planning an Event**

Hosting events related to your campaign is key for building relationships with your voters and supporters. You will learn significant tips on what type of events you should plan and how to create successful events.

Nikhol Atkins and Danielle Turnquest

Advanced

2:00pm – 3:30pm **Campaign Management and Leadership Development**

After planning your campaign, understanding how to manage it is important for its success. You will learn how to build leadership and accountability inside your campaign and how to get the most out of your people resources.

Lauree Hayden

3:30pm – 4:15pm **Closing Plenary – Beyond 2008**

Now that you have the tools to be effective in this year's election what comes next? You will discuss how to take your leadership to the next level and stay involved for long-term progressive change.

4:15pm – 4:30pm **Group Closing**

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