



Program Agenda

Saturday, February 8, 2020

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| 7:30am | Registration Opens |
| 8:00am | Welcome |
| 8:15-9:15am | Women of Color in Pennsylvania Politics Breakfast
This session kicks-off the campaign-training program with a panel of experts and practitioners that targets issues of particular interest to women of color considering a run for political office. |
| 9:30am | Keynote
Congresswoman Madeleine Dean |
| 10:30-10:45am | Break |
| 10:45-12:00pm | Developing a Campaign Plan
<u>Description:</u>
This session provides an overview of the key elements of a campaign, including establishing oneself as a candidate, developing a campaign plan, and launching the campaign. |
| 12:15-2:00pm | Political Communications 101
<u>Description:</u> |

This session is an interactive media training workshop and topics include: tips for successful interviews on tough topics, how to look poised and professional on camera, staying on message, and public speaking techniques.

2:00-2:15pm

Break

2:15-3:30pm

Navigating Pennsylvania's Political Parties

Description:

This session highlights the power dynamics of party organizations, such as: building relationships with party operatives and gaining the party's support as well as how to respond when the party organization is not supportive.

3:45-5:00pm

Fundraising 101

Description:

Fundraising is one of the most crucial aspects of a campaign. This interactive workshop covers key components of campaign fundraising, including special emphasis on understanding why people give and the in-person "ask." The session will also address developing a strategy for your campaign, building a donor list, recruiting and motivating a Finance Committee, and special events.

5:00pm

Closing Remarks