Program Agenda

Saturday, February 18, 2017

7:30am  Registration Opens

8:00-9:15am  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  Welcome and Opening Keynote

10:30-10:45am  Break

10:45-12:00pm  Option 1: Developing a Campaign Plan
Description:
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.

Option 2: Getting Started in your Community
Description:
This session provides an overview of why it is important to engage your community and how to engage your community in an effort to lay the groundwork for public service.

12:15-2:00pm  Conquering the Camera:
An Interactive Media Training
Description:
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  **Option 1: 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.

**Option 2: The Special Challenge of Running for Judicial Office**  
**Description:**  
This session reviews the following: how to position oneself for judicial office (elective and appointed); the differences in running for judicial office compared to legislative office; and the role of the political parties in seeking their endorsement.

3:45-5:00pm  **Luncheon Plenary: 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**