



DRAFT

Virtual Program Agenda 2022
12:00PM-1:30PM ET

Friday, January 21st

Keynote: “What Women Candidates Need to Know”

Celinda Lake, Lake Research Partners

Monday, January 24th

Getting Started: What You Need to Know

Description:

This session provides an overview of key elements one should consider and know before making a decision to run for public office. Personal and professional considerations will be brought forward as well as how best to get to know your district.

Dr. Dana Brown, PCWP

Tuesday, January 25th

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.

Matt Merriman-Preston, Ampersand Political Consulting

Wednesday, January 26th

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.

Jasmine Sessoms, She Can Win

Thursday, January 27th

Campaign Communications

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.

Nell Callahan, Frontwood Strategies

Friday, January 28th

How to Get on the Ballot

Description:

This how-to session will give practical information about getting on the ballot as a candidate.

Monday, January 31st

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.

Tuesday, February 1st

Women of Color in Pennsylvania Politics

Description:

This panel of experts and practitioners will focus on issues of particular interest to women of color considering a run for public office.

Wednesday, February 9th

***Surge* Screening and Networking Reception**

Description:

A chance to meet fellow Ready to Run Pennsylvania alumni in person and view the film *Surge* (2020), a documentary that follows first-time women candidates on the 2018 campaign trail.