

RIVERSIDE POLITICAL ACTIVISM CAMPAIGN TRAINING



Saturday, August 8th, 2015 and Sunday, August 9th, 2015

IBEW Hall (ADA Accessible)

1405 Spruce Street, Riverside, CA 92507

8:00 am – 5:00 pm - both days

Schedule

SATURDAY		SUNDAY	
8:00 am - 8:30 am	Welcome & Introductions	8:00 am - 8:30 am	Welcome and Introductions
8:30 am - 9:15 am	Campaigning 101 (Basic Campaign Strategy)	8:30 am - 9:30 am	Direct Mail (Reaching Out to the Voters)
9:15 am - 10:45 am	What We're Doing (The Field Plan)	9:30 am - 10:30 am	Getting an Early Start (Advance Voting & Vote by Mail)
10:45 am - 12:15 pm	Getting Ourselves Heard (Developing the Message)	10:30 am - 11:15 pm	The Voters Have to Vote (GOTV)
12:15 pm - 12:45 pm	Lunch	11:15 am - 11:45 pm	Lunch
12:45 pm - 1:45 pm	The Volunteers Make It Happen (Building the Activist Base)	11:45 pm - 1:15 pm	Campaigning in the 21st Century (Online Organizing)
1:45 pm - 2:45 pm	Getting Our Information Out (Working with the Media)	1:15 pm - 1:30 pm	Volunteer Activities
2:45 pm - 4:15 pm	Money Makes It Happen (Fundraising)	1:30 pm - 2:00 pm	ADA Compliance Issues
4:15 pm - 4:30 pm	Preparing for Tomorrow	2:00 pm - 4:30 pm	Candidate Presentations
4:30 pm - 5:00 pm	Wrap-Up	4:30 pm - 5:00 pm	Wrap-Up

We will begin each day exactly on time. Plan to arrive at least 30 minutes early for continental breakfast, to sign in and be seated when we begin.

There may be some flexibility as to the start time of the individual sessions.

See Reverse Side for General Information, etc. and Registration Form to Register for the Training