



## Program Agenda

**Saturday, February 4, 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.

12:15-1:30pm              **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.

1:30-1:45pm

**Break**

1:45-3:00pm

***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.

3:15-4:45pm

**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.

4:45pm

**Closing Remarks**