



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