



Ready to 
RUNTM
Campaign Training for Women

Program Agenda

Track 1: I'm Ready to Run...

Track 2: Getting Started...

Friday, January 20, 2023

6:00-8:00pm **Pre-Conference: Women of Color in Pennsylvania Politics**

Saturday, January 21, 2023

8:30am **Registration Opens & Continental Breakfast**

9:15am **Welcome**

9:30am **Opening Keynote**

10:15-10:30am **Networking Break**

10:30-12:00pm **Track 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.

Track 2: 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

- 12:15-1:45pm **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.
- 1:45-2:00pm Networking Break
- 2:00-3:30pm **Track 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.
- Track 2: Next Steps: Engaging 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.
- 3:30-3:45pm Networking Break
- 3:45-5:15pm **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.
- 5:30pm **Closing Remarks**