



**2016 Campaign Summit  
Candidate and Campaign Staff Operations Training  
January 28, 8:30a-5:45p  
January 29, 8:00a-4:30p  
Location: Sacramento Central Labor Council**

**Hosted by  
The Sierra Nevada Opportunity Political Action Committee (SNOPAC)  
The California Labor Federation  
Northern California Carpenters Regional Council  
and Regional Labor, Community and Conservation Partners**

**Day One**

**MORNING SESSION**

7:30-8:30: Registration/Breakfast

8:30: Welcome: Introduction of trainers

8:45: Joint principles of progressive campaigns

9:00: Introductions of labor affiliates

9:15: Introductions of non-candidate participants: tell us about yourself and a campaign of personal or organizational importance (1 minute)

10:00: Meet the candidates: their story, their issues and why they are running (1<sup>st</sup> edition prepared ladder speech, 3 minutes)

10:50: Break

11:00: Assessing candidates: Candidate selection matrix

**Day One, Cont.**

11:15: Campaign Staff competence checklist

11:30: How campaigns work: Campaign Organization Chart

The campaign organization chart answers, “Who is doing this?”

- What is a campaign organization plan and why is it important?
- How people are chosen: competence, reliability, connections to community, demographic/geographic diversity
- Accountability & performance: establishing clear roles, assignments, decision making structure

12:00: Lunch/Speaker: Value Driven Campaigns for Progressives

## **Day One**

### **AFTERNOON SESSION**

12:45: How campaigns win: The General Campaign Plan

The general campaign plan answers the question, “Why are we doing this?” and “What has to happen to win?”

Overview of the key elements:

- Issue and position development
- The difference between strategy and tactics
- The path to victory: counting the votes
- List building
- Labor and allies
- Fundraising
- Field operations
- Opposition research
- Labor outreach
- Outreach to organizations
- Communications (bad to good)
- Data
- Research

### **Day One, AFTERNOON cont.**

- Volunteer coordination
- GOTV
- Independent expenditures

2:10: **BREAK INTO CANDIDATES AND ACTIVIST GROUPS**

## **CANDIDATES:**

2:15: Introducing yourself: Positioning values in communications, creating the message (and staying on it, smiling the whole time).

2:45: The Ladder Speech: Key elements and presentation

3:30: BREAK

3:35: Consultants versus staff: differences and choices, defining roles

3:50: The importance of labor outreach and support

4:05: Campaign Organization Chart: Establishing management responsibilities within the Campaign

4:45: The Campaign Schedule

5:00: **Return to full group:** Key regional issues and values for 2016

5:45: Adjourn

6:30: Cocktail reception, light dinner and networking, hosted by SNOPAC and labor partners

## **ACTIVISTS**

2:15: Turning activist chops into political teeth: Campaigns as a lifestyle

2:30: Campaign Staff positions and skill sets

### **Day One, Activists, cont.**

- Communications
- Field operations
- Volunteer coordination
- Data
- Fundraising
- Research
- Press

3:30: BREAK

4:30: Your position in a campaign: what is your passion and what do you do well?

5:00: **Return to full group**: Key regional issues for the 2016 campaign

5:45: Adjourn

6:30: Cocktail reception, light dinner and networking hosted by SNOPAC and labor partners

## **Day Two:**

8:00: Breakfast, Building the OTTUS Coalition (SNOPAC/Fresno Partnership)

8:30: Fundraising 101 and 102

- Opinion leader ID and outreach: you need their list
- The elements of a campaign budget
- The importance of early money
- The importance of early endorsements
- Candidate fundraising: making the ask
- Labor outreach
- Data dive: Donation patterns from past elections
- Major events
- Q&A

## **Day Two Morning session, cont.**

9:15: **BREAKOUTS**

### **Candidates:**

9:15: Campaign Library review: The Campaign Toolkit

9:45: Developing and implementing a campaign strategy

**10:45: BREAK**

11:00: **Return to full group**

## **Day Two:**

### **Activists:**

9:15: Community outreach: skill sets for staff

9:30: Communications, field, data, volunteer management breakouts

10:30: Selling your competency to a campaign

10:45: BREAK

11:00: **Return to full group**

**11:00: Regional Campaign break-outs: Campaign Plan development**

**12:30: LUNCH:** Candidate ladder speeches, Round Two critique

1:30: Return to campaign plan development breakouts

2:30: Regional Campaign Plans presentations and critique

4:00: Evaluation: What have you learned? What would you add for future trainings?

4:30: Adjourn