

REGISTER NOW!

Select your track. Courses are designed for the groups represented in the tracks.

Registration. Fees are just \$90 per person/\$75 per Young Democrat, fee includes all course materials and meals. Make checks payable to:

Rural Caucus DPVA

% Aviva Frye, Chair
130 Shadow Hill Lane
Bristol VA 24201

Deadline for registration is June 25, 2014.

For information, call (276)451-4428.

Register Online. www.vademocrats.org

Hotel. We encourage you to stay over night. Special rates apply. Room blocks close June 11.

Holiday Inn Reservations: (434) 528-2500

Additional hotel blocks:

Holiday Inn Express: (434) 237-7771

Quality Inn: (434) 237-2704.

YES, I want to attend! Please enroll me in the following track:

Grassroots/Party Leader Candidate

Campaign Management/Staff

Name _____

Address _____

City/State/Zip _____

Phone _____

E-mail _____

Enclosed is my check for \$90/75 per person

Charge my MasterCard Visa

Card No. _____ Expires ____/____

CVC No. _____

Signature _____

DEMOCRATIC PARTY OF VIRGINIA
1710 E FRANKLIN ST
RICHMOND, VA 23223

First Annual DPVA Rural Retreat



First Annual DPVA Rural Retreat.

July 11-13, 2014

Holiday Inn Lynchburg Downtown

601 Main Street, Lynchburg, VA 24504





SCHEDULE OF EVENTS

Friday

5-7pm Registration
 8:00pm Welcome Reception

Saturday

7:30am Registration
 8-9:30am Breakfast
 Registration continues
 10-11:15am Session I
 11:30-1pm Session II
 1-2:15pm Lunch
 2:15-3:30pm Session III
 3:45-5pm Session IV
 5-6pm Session V
 6:30-8pm Dinner
 8-11:00pm *DESSERT
DANCE
PARTY*

Sunday

8-9am Breakfast
 9:15-10:30am Electives Session I
 10:45-noon Electives Session II
 Noon Adjournment



Candidate Track

Campaign Planning...Tips for Building a Plan...Components of a Campaign Plan

Campaign Organization...Campaign Personnel...Campaign Headquarters

The Political “Lay Of The Land”...The Geography... Demographics...Political Landscape...Media... Voter Information

Sticking to Your Message...Developing your Message...The Message Box

Campaign Tactics...Door to Door...Phone Program...Mail...Radio, TV and Cable... Earned Media...Press Effort...Politics Online

Fundraising...Raising Money... Fundraising Tips...Soliciting Political Action Committees

So You Want to Run for Office...Making the Decision...Know Your Strengths... Challenging a Republican ...Open Seats.

Time Management...Realistic and Workable Scheduling...Stick to the Plan

Management/Staff Track

Campaign Planning...Building a Plan...Components of a Campaign Plan

Campaign Organization...Campaign Personnel...Campaign Headquarters

Getting Started/Research...Know Your Election Laws... Polling & Oppo Research.

Targeting: Finding Your Voters...Common Targeting Terms...Demographic Targeting

Campaign Tactics...Door to Door...Phone Program...Mail...Radio, TV and Cable... Earned Media...Press Effort...Politics Online

Campaign Budget...Preparing a Campaign Budget...Rules, Regulations, Restrictions

Get-Out-The-Vote...Your GOTV Plan... Absentee Ballot & New Voter Program

Party Leaders/Grassroots Track

Creating a Democratic Community... Having a Plan: Five Action Items... Recruiting Candidates...Bring In Grassroots Activists/ Organizers... Making the Most of Volunteer Resources...Working With Allied Organizations...Expanding Our Base

Your Toolbox...Working With Voter Files...Basic Principles of Targeting... VA Dems Web Site...Postage, Printing and Phone Calls...Best Practices...How Do We Get There?...Setting and Meeting Goals...Establish Timeline for 2014

Where Do We Begin?...Leadership 101...Your First Organizing Meeting... Interactive Simulations...Next Steps

Sunday Electives

Feet on the Street...Organizing Our Constituencies – Public Policy and Issues... Voter Registration...Absentee Ballots...Data Bases and Voter History...Coordinated Campaign...Eliminating Duplication of Effort...Maximizing Time and Resources... Local Committees and Regional Groups

Media Training...LTEs, Public Speaking, Press Releases...Web Presence...Blogs and “Buzz” Marketing...Emails

Best Practices...A sharing of ideas and challenges in “round table” format

BE A RURAL DEMOCRATIC
CAMPAIGN ROCK STAR

Register Today!

