



Campaign Management Workshop
Peoria, IL
August 12, 2023 Agenda
*Topics subject to change

TIME	SESSION TOPIC	KEY DISCUSSION POINTS
8:30 – 9:00 AM	REGISTRATION AND LIGHT BREAKFAST	
9:15 – 10:00 AM	Strategic Research	<ul style="list-style-type: none"> • Yourself and your opponent • Understanding the district • Know what the voters want
10:00 – 10:45 AM	Developing a Campaign Plan	<ul style="list-style-type: none"> • Elements of a campaign plan • Organization and structure • Programs and budget
10:45 – 11:00 AM	BREAK	
11:00 – 11:45 AM	Finance Plan and Budget	<ul style="list-style-type: none"> • Fundraising tools • Setting metrics and benchmarks • Principles
11:45 AM – 12:30 PM	Understanding Voters	<ul style="list-style-type: none"> • Language that works • Creating messages that stick
12:30 – 1:15 PM	LUNCH	
1:15 – 2:15 PM	Building a Communications Plan	<ul style="list-style-type: none"> • Research • Resonating with voters • Developing a plan
2:15 – 3:00 PM	Vote Goals	<ul style="list-style-type: none"> • Choosing methods • Finding your number • Political targeting
3:00 – 3:15 PM	BREAK	
3:15 – 4:00 PM	Voter ID and Targeting	<ul style="list-style-type: none"> • Understanding voter blocks • Segmenting voters • Database management
4:00 – 4:45 PM	Voter Contact Plan	<ul style="list-style-type: none"> • Methods • List selecting and targeting • Early vote programs
4:45 – 5:00 PM	QUESTIONS AND ADJOURNMENT	