



## SUNDAY, MARCH 13, 2011

| Time   | Session   | Trainer  |
|--|---|--|
| 9:00 – 9:45 am   | One on One With Trainers (optional)   | All  |
| 10:00 – 10:55 am<br>11:00 – 11:55 am                     | Sunday morning elective sessions: Trainees choose their sessions<br>- Fundraising Tactics: Call Time<br>- Fundraising Tactics: Events and Email Fundraising<br>- Online Organizing<br>- Working with the Media<br>- Mastering VoteBuilder   | Jay Parmley<br>Jay Parmley<br>Julielyn Gibbons<br>Michael Cook<br>Matt Segal   |
| 12:00 – 12:45 pm   | Lunch   |  |
| 12:50 – 1:45 pm  | Get Out the Vote (GOTV)   | Jennifer Coken   |
| 1:45 – 2:00 pm   | Break   |  |
| 2:05pm – 3:00 pm<br>3:05pm – 4:00 pm<br>4:05pm – 5:00 pm | Sunday afternoon elective sessions: Trainees choose their sessions<br>- Advanced Online Organizing: Social Media<br>- Volunteer Management and Leadership Development<br>- Advanced Campaign Communications<br>- Budgeting & Finance Planning<br>- Issue Advocacy Citizen Lobbying<br>- Careers in Politics – Getting a Campaign Job<br>- Mastering VoteBuilder | Julielyn Gibbons<br>Matt Segal<br>Michael Cook<br>Jay Parmley<br>Jennifer Coken<br>Matt Segal<br>M. Segal / J. Coken |
| 5:05pm – 5:20 pm   | Evaluations and Wrap up   | DFA Staff  |
| 5:20 and onward  | Change Your Country   | Trained Activists!   |

### SUNDAY MORNING ELECTIVE SESSIONS

| Time Slot               | Room: TBA-1 (MS)      | Room: TBA-2 (JLG)  | Room: TBA-3 (JP)                                  | Room: TBA-4 (MC)       |
|-------------------------|-----------------------|--------------------|---|------------------------|
| <b>10:00 – 10:55 am</b> | Mastering VoteBuilder | Strategic Planning | Fundraising Tactics: Call Time                    | Working with the Media |
| <b>11:00 – 11:55 am</b> | Mastering VoteBuilder | Strategic Planning | Fundraising Tactics: Events and Email Fundraising | Working with the Media |

### SUNDAY AFTERNOON ELECTIVE SESSIONS

| Time Slot            | Room: TBA-1                                     | Room: TBA-2  | Room: TBA-3                    | Room: TBA-4                         |
|----------------------|---|--|--------------------------------|-------------------------------------|
| <b>2:05 – 3:00pm</b> | Advanced Online Organizing: Social Media        | Advanced Campaign Communications                         | Budgeting and Finance Planning | Running Effective Meetings          |
| <b>3:05 – 4:00pm</b> | Volunteer Management and Leadership Development | Advanced Campaign Communications                         | Budgeting and Finance Planning | Expert Canvassing and Phone Banking |
| <b>4:05 – 5:00pm</b> | Advanced Online Organizing: Social Media        | Vol. Mgmt & Leader Development<br>OR<br>Campaign Careers |                                | Expert Canvassing and Phone Banking |

**Trainer's Schedule, Saturday Afternoon Sessions**

| <b>Time Slot</b>      | <b>Jennifer/DFA</b> | <b>Michael</b> | <b>Jay P.</b> | <b>Julielyn</b> |
|-----------------------|---------------------|----------------|---------------|-----------------|
| <b>1:00 – 1:55 pm</b> | TBA-2               | TBA-1          | TBA-3         |                 |
| <b>2:00 – 2:55 pm</b> | TBA-2               |                | TBA-3         | TBA-1           |
| <b>3:10 – 4:05 pm</b> |                     | TBA-2          | TBA-3         | TBA-1           |
| <b>4:10 – 5:05 pm</b> | TBA-3               | TBA-2          |               | TBA-1           |