



Class of 2019 Training Weekend IV Lake Charles Session - April 13th & 14th

[Check for updates on the class site!](#)

Friday, April 12th

6:00 p.m. – 8:00 p.m.

Meet the Class Lake Charles Reception

Location TBA

Saturday, April 13th

8:30 a.m. – 9:00 a.m.

Breakfast & check in

Hampton Inn Lake Charles - 3175 Holly Hill Rd, Lake Charles, LA 70601

9:00 a.m. – 6:00 p.m.

Training Day I

Hampton Inn Lake Charles - 3175 Holly Hill Rd, Lake Charles, LA 70601

- **Diversity, Equity & Inclusion Debrief** | Mid-program reflection & discussion. Trainer: Raegan Carter.
- **Paid Media** | TV, Radio & Online Advertisements. Lunch sponsor & presenter: Rougarou Consulting.
- **Media Relations Part 2** | Create materials for media, build a media plan, review online & on-camera best practices. Trainer: Stephanie Ryan Milan.

7:00 p.m. – 8:30 p.m.

Class Dinner

Location TBA

Sunday, April 14th

8:30 a.m. – 9 a.m.

Breakfast & check in

Hampton Inn Lake Charles - 3175 Holly Hill Rd, Lake Charles, LA 70601

9 a.m. – 3 p.m.

Training Day II

Hampton Inn Lake Charles - 3175 Holly Hill Rd, Lake Charles, LA 70601

- **Field Campaigns** | Understand the importance of direct voter contact, base-building, and GOTV in winning campaigns; master door-to-door canvassing. Trainer: Jennifer Harding
- **Flex Time** | stump speech practice; homework review; alumnae & board member visits.

Hotel Block Information:

Twenty rooms are available Friday & Saturday night at the Hampton Inn. Lake Charles. The rooms are \$119 per night. Single and double rooms are available. **The booking link will be sent to you via text message TODAY: FRIDAY, APRIL 5th as soon as I have it. The deadline to book your room using our link is 11:59 p.m. on Tuesday, April 9th.**

[Hampton Inn Lake Charles](#)

\$119/night | April 12-13

Phone: (337) 480-6443

Address: 3175 Holly Hill Rd, Lake Charles, LA 70601

Hotel Staff Contacts: Kara McKowen & Alicia Bouttee

The Board and I realize this rate exceeds the \$100/night maximum that the Curriculum Committee strives to meet each weekend. But we also strive to improve the program based on your feedback. After much discussion we decided to use a hotel that could accommodate both our room block needs and our daytime group meeting needs. We also factored the continental breakfast buffet amenity. We hope this will accommodate a wider scope of food requests and dietary needs each morning. **We do not have to order any food or beverages from the hotel.**

There are many hotels located within a .5 mile radius of the Hampton Inn Lake Charles. Please see the map below. I have confirmed limited supporter housing. I am still working to secure additional rooms with our friends in the area.

Blue squares show nearby hotels.



Please!! Don't hesitate to reach out to me if you need supporter housing or have questions, comments or concerns.

Class Officers:

- **Emcees: NaTashia Carter Benoit & VACANT** | The Emcees are responsible for introducing all the speakers on that class day. A great way to practice a valuable skill and get to know some of our speakers!
- **Whips: Michelle Craig & VACANT** | The Whips are responsible for helping the class run on time, getting classmates back from breaks, keeping speakers on time, passing out handouts, etc.
- **Social Chairs: Dwazendra Smith & VACANT** | The Social Chairs are responsible for setting up one social event in the month before the class.

Please offer to help if you didn't sign up for a class officer shift in January

Pre-Work assignments to prepare for upcoming Lake Charles Training:

1. ~~Watch the Field 101 Webinar~~ *Disregard for now, I still do not have the video file to share.
2. Engage in a volunteer activity and take notes. What did you like or dislike? Did you feel included?
3. Engage in some form of voter contact on behalf of a campaign.

Homework assignments to complete following the Alexandria Training:

I am NOT expecting homework to be completed by next weekend... but you should send out thank you notes to your Emerge donors ASAP!!

1. Fundraising: raise money for something between now and the next month (*Emerge Louisiana, a campaign, organization, etc.*).
2. Fundraising: send thank you notes to those who donated to your Emerge goal.
3. Fundraising: make a spreadsheet of your contacts/network.
4. Public Speaking: find an opportunity to speak in public (on local cable television, at an event, on a podcast) and do so. Send a copy of the recording to the executive director.
5. Messaging: practice responding to tough policy, personal and process questions that you anticipate getting during your campaign.