

Main Room

Room 2

Room 3

8:30 AM

REGISTRATION

9:00 AM

VOTERFILE | Low dollar tactics

Overview of what comes with VoteBuilder and why it is such a powerful tool for candidates to use. From targeting for digital ads, to using canvassing and phone tools like texting - it's the place you get started.

If a candidate has \$5,000 or less to spend, where should that go? We'll cover how to best spend dollars when working with a small budget, what to watch out for, and how to use technology to help you.

10:00 AM

10:00 AM

10:00 AM

HOW TO CONDUCT ENDORSEMENT MEETINGS

VAN 101

DIGITAL 101

Learn how to conduct endorsement meetings that are productive, garner attention, and encourage participation from members of your organization.

This training will show you the basics of VoteBuilder: how to build a list, make a Virtual Phone Bank (VPB), print a list, and put data back in through grid view.

Introduction to all things Social Media. Focusing on Facebook and Twitter, we will take a look at social media strategy to reach voters, create contacts, and make your content engaging and activating.

11:00 AM

11:00 AM

11:00 AM

CREATING & USING A WINNING MESSAGE

PEER-2-PEER TEXTING

SOCIAL MEDIA 101

Learn how to create a winning message, talk to voters, and talk to the media. We will walk through the most common messaging pitfalls and strategies to avoid them.

We'll discuss the benefits of using peer-to-peer texting as a resource to connect with voters and learn how texting can fit into your campaign.

A deeper dive into social media and all of the do's and don't's for a campaign. We'll expand your knowledge on Facebook, Twitter, Instagram, and Youtube.

12:00 PM

POLL BRIEFING (POLLS 101 + SPRING 2019 RESULTS)

This will be a walk through of 2019 statewide and district-specific polling data in Louisiana. We will cover issues polls, generic ballots, district demographics, and turnout likelihood.

1:30 PM

DSCC MEETING + DELEGATE SELECTION

The DSCC will meet to review Louisiana's Delegate Selection Plan for the 2020 Democratic National Convention. Learn the steps to become a delegate.

1:30 PM

FINDING YOUR VOTERS

Learn how to use VoteBuilder to see who you should talk to in your district. We'll walk you through how to use general targeting points for different contact methods and how to efficiently target your voters.

1:30 PM

AVOIDING BAD VENDORS

All too often we hear of candidates who were pitched bad advice and charged a fortune for it. This candidate centered forum will discuss things candidates and campaign teams should watch out for.

2:30 PM

FUNDRAISING RESEARCH

In order to build an effective fundraising operation, a campaign must have the right information. This training session will review what information is needed, how to collect it, and how to put that information to use.

2:30 PM

VOTER CONTACT CALLS: PAID AND VOLUNTEER

Are contact calls still a vital part of winning campaigns? We'll discuss the pros and cons, tips, and rules of using paid and volunteer phone calls - from robocalls, to auto dialers, to phone banking.

2:30 PM

DIRECT MAIL & DIGITAL ADS

A discussion of how to incorporate professional Direct Mail and Digital Ad programs into your campaign.

3:30 PM

MAKING ENDORSEMENTS MATTER

A group makes an endorsement - now what? How to make endorsements have meaning and gain the endorsements that are coveted.

3:30 PM

VAN - HELP DESK

Bring any unanswered VoteBuilder questions or issues you have here.

3:30 PM

MAXIMIZING DESIGN

How to use campaign products and effective design to maximize your impact with voters.

