

[FILL OUT THIS FORM TO REGISTER FOR THE SUMMIT](#)

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## **Friday, May 17<sup>th</sup>**

### **6 p.m. – 8 p.m. | Class social time**

*Many class members are planning to sleep at home and drive to Baton Rouge each day. The “Meet the Class” fundraising reception will not happen Friday night.*

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## **Saturday, May 18<sup>th</sup>**

### **8 a.m. – 9 a.m. | Breakfast & check in**

*Renaissance Baton Rouge Hotel Lobby  
7000 Bluebonnet Blvd., Baton Rouge, LA 70810*

### **9 a.m. – 5:30 p.m | True Blue Summit**

*Renaissance Baton Rouge Hotel  
7000 Bluebonnet Blvd., Baton Rouge, LA 70810*

Main Room	Room 2	Room 3
8:30 AM		
REGISTRATION		
9:00 AM		
VOTERFILE   Low dollar tactics		
<p>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.</p> <p>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.</p>		
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	This training will show you the basics of VoteBuilder:	Introduction to all things Social Media. Focusing on

are productive, garner attention, and encourage participation from members of your organization.

how to build a list, make a Virtual Phone Bank (VPB), print a list, and put data back in through grid view.

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**

**CREATING & USING A WINNING MESSAGE**

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.

**11:00 AM**

**PEER-2-PEER TEXTING**

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.

**11:00 AM**

**SOCIAL MEDIA 101**

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.



# NETWORKING HAPPY HOUR

SATURDAY, MAY 18 | 4:30 PM - 5:30 PM  
RENAISSANCE HOTEL BATON ROUGE

JOIN US AFTER THE SUMMIT



MEET THE CLASS OF 2019

LEARN ABOUT THE EMERGE CANDIDATE TRAINING PROGRAM

NETWORK WITH FELLOW DEMOCRATS

## 7 p.m. – 8:30 p.m. | Class Dinner

*Location TBA - Social Chair: Brenda Babin*

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## Sunday, May 19<sup>th</sup>

### 7 a.m. – 8 a.m. | Yoga

*Renaissance Baton Rouge Hotel Pool  
7000 Bluebonnet Blvd., Baton Rouge, LA 70810*

### 8:30 a.m. – 9:00 a.m. | Breakfast & Check-In

*Renaissance Baton Rouge Hotel Bienvenue Room  
7000 Bluebonnet Blvd., Baton Rouge, LA 70810*

### 9:00 a.m. – 9:30 a.m. | Alumnae Conversations

*With Alsie Dunbar*

### 9:30 a.m. – 11:00 a.m. | Opposition Research

*With Carol Andrews*

### 11:00 a.m. – 12:30 p.m. | Digital Fundraising Training

*With the ActBlue Team*

### 12:30 p.m. – 1:30 p.m. | Lunch Break

*Set up your ActBlue page & practice on-camera interviews during lunch*

### 1:30 p.m. – 3:00 p.m. | Canvassing Exercise

*With Lori Callais & Robin Parrott*

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## Pre-Work assignments to prepare for upcoming training

1. **Endorsements** | Think through your personal values and platforms. Do some research on who got which endorsements in previous elections.
2. **Democratic Party Structure** | Read the state party platform and journal what resonates with you.  
*Helpful links-- [State Party Bylaws](#) | [DNC Platform 2016](#)*
3. **Polling** | Find a recent poll that surveyed Louisiana voters. Discuss the poll's findings. What surprised you? What disappointed you? What inspired you?
4. **Canvassing** | Download the MiniVAN application on your phone.  
*Helpful links-- [iTunes Store App](#) | [Google Play Store App](#)*
5. **Canvassing** | Draft a canvassing script.  
*Helpful links-- [GOTV Canvassing Script Example](#)*
6. **Opposition Research** | Do a bit of self “opposition” research. What can someone find about you that you’d prefer not to talk about? What issues in your district are you not prepared to answer questions about?  
*Helpful links-- [Researching Yourself Guideline](#)*

**\*\*\* Review your notes from this past assignment: Write a five-ten sentence biography for yourself (real) and for your opponent (real or imaginary).\*\*\***

*Helpful links-- [Bio Checklist](#)*

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## Homework assignments to complete following the last training

- **Field 101** | Recruit a volunteer for something. Make sure they are comfortable and ask them to volunteer again!
- **Media Relations** | Write an op ed or LTE and try to get it published.
- **Media Relations** | Meet with a reporter who covers your district.
- **Social Media** | Create (and follow) a content calendar for your personal social media.
- **Campaign Planning** | Figure out who represents you, from dog catcher to president. What are their districts? How many votes did it take for them to win? What do they do?

*\*\*\* Review your notes from this past assignment: Great time to revisit this assignment: 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.\*\*\**

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## Hotel Information

Twenty rooms are available Friday & Saturday night at the Renaissance Baton Rouge Hotel. The rooms are \$119 per night. Single and double rooms are available.

**Renaissance Baton Rouge Hotel - [BOOKING LINK](#)**

**Phone:** (225) 215-7000

**Address:** 7000 Bluebonnet Blvd., Baton Rouge, LA 70810

**Hotel Staff Contacts:** Lacey Terrell & Sabrina Jones

**[The deadline to book a room using the link: 11:59 p.m. Wednesday, May 15<sup>th</sup>](#)**

*\*\*Email Melanie if you need supporter housing or help with booking hotel rooms.*

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## Class Officers

- **Emcees: Angel & Cammie** | 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: Jeannette & 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: Brenda & VACANT** | 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\*\**

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## Sunday Menus

executive deli buffet | 27

soup du jour

mixed green salad

truffle chips with chef's garden-grown pepper dip

sliced sirloin steak, red pepper, gorgonzola spread, arugula, swiss, ciabatta

grilled chicken, pesto aioli, havarti, arugula, ciabatta

shaved turkey, havarti, bacon, tomato, lettuce, avocado mayo, multigrain

bruschetta baguette, tomato, mozzarella, basil

bluebonnet continental | 20  
orange, apple and cranberry juices  
sliced and whole seasonal fruits  
toaster station with assorted bagels, seasonal cream cheeses  
assorted breakfast breads  
freshly baked blueberry, chocolate, banana nut muffins  
scones, croissants, butter, preserves  
greek yogurt with seasonal fruit compote, house made granola  
coffee, regular, decaffeinated, assorted teas

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**Attire** | Saturday is business casual. Sunday is casual! Wear comfortable walking shoes on Sunday and look at the weather forecast for clothes to keep you comfortable outside. We will be canvassing. Bring yoga gear too!

**Carpooling** | You are encouraged to carpool with your Emerge sisters to Alexandria! Please facilitate those plans on your own.

**Bring from home** | Clipboard or hardcover binder/notebook, paper, pens, phone charger, headphones, homework, pre-work, business cards/calling cards for networking exercise, reusable water bottle, your Emerge binder & nametag.