



April 21, 2012

Grand Valley State University, Kirkhoff Center, Allendale, MI

PRELIMINARY AGENDA

[Please Note: This preliminary agenda is subject to change.]

Friday, April 20, 2012

6:30 – 8:30 p.m. Pre-Training Check-In

7:00 – 8:30 p.m. Welcoming Reception

Saturday, April 21, 2012

7:30 – 8:30 a.m. Training Check-In

8:00 a.m. Breakfast Served

8:30 – 9:00 a.m. Are You Ready to Run?
Welcome to Ready to Run Michigan 2012!

9:00 – 9:45 a.m. Keynote Address
Shirley Franklin
Mayor, Atlanta, GA, 2002-09
CEO, Purpose Built Communities

9:45 – 10:00 a.m. Break

**10:00 – Noon Building a Campaign Plan:
The Roadmap to Achieve Your Political Ambition**
This session provides an overview of the key elements of a political campaign, including positioning yourself to run for office, developing your campaign plan, and launching your campaign.

Noon Lunch Served

Stay up to date on program developments by liking us on [Facebook](#) and following us on [Twitter!](#)

Join the “Ready to Run Michigan” Twitter Conversation: [#R2RMich](#)

Ready To **RUN** ™

Michigan

April 21, 2012

Grand Valley State University, Kirkhoff Center, Allendale, MI

**12:30 – 1:30 p.m. Get Ready for Your Close-Up:
An Interactive Media Training**

This session is an interactive media training workshop, and topics include tips for successful interviews on tough topics, how to look poised and professional on camera, staying on message, and public speaking techniques.

1:30 – 1:45 p.m. Break

**Track A = I'm ready to run, now what?
Track B = I'm not ready to run yet, but...**

1:45 – 3:00 p.m. Track A and Track B Breakout #1

TRACK A: Fundraising for Success

Fundraising is one of the most crucial aspects of a campaign. This interactive workshop covers key components of campaign fundraising, including special emphasis on understanding why people give and the in-person “ask.” The session will also address developing a strategy for your campaign, building a donor list, recruiting and motivating a Finance Committee, and special events.

TRACK B: Politics 101: What Would I Run For? And What Would I Run As?

This session will answer the most common questions about how to get involved in political life, including a “nuts and bolts” overview of the government and political structure in the state. Topics also include how to position oneself for appointment to a public board or commission and getting active in political parties.

3:00 – 3:15 p.m. Break

Stay up to date on program developments by liking us on [Facebook](#) and following us on [Twitter](#)!

Join the “Ready to Run Michigan” Twitter Conversation: [#R2RMich](#)

Ready TO **RUN** ™

Michigan

April 21, 2012

Grand Valley State University, Kirkhoff Center, Allendale, MI

3:15 – 4:30 p.m. Track A and Track B Breakout #2

TRACK A: Messaging with Authenticity

In this session, we will “mine for stories” from your career and life experience that highlight your leadership and qualifications. Participants will practice developing and delivering a political campaign message.

TRACK B: Laying the Groundwork for Public Life

This session offers advice from the experts – women who know what it takes to position yourself for public office. Learn everything you have ever wanted to know but were afraid to ask. Topics covered will include learning to raise one’s public profile, leveraging community leadership for political leadership, working on campaigns, and balancing competing priorities of political and family life.

4:30 – 5:00 p.m. Are You Ready Now?

Closing/Wrap-Session

5:00 p.m. Program ends

Stay up to date on program developments by liking us on [Facebook](#) and following us on [Twitter!](#)

Join the “Ready to Run Michigan” Twitter Conversation: [#R2RMich](#)