



COUNTDOWN TO 2016:

A SUMMIT
FOR DEMOCRATIC ACTIVISTS
AND CLUB MEMBERS

Tentative Agenda

The daylong training is free to attend
Please RSVP at www.lacdp.org/summit

Morning Plenary Session

The 2016 Presidential Election Year

Polling Presentation and 2016 Political Landscape

Why Vote?

Inspiration from LACDP Chair Eric C. Bauman

How to Vote

Challenges to Voting in 2016

New Laws Designed to Promote Voting

LA County's New Voting System

What to Vote For

A Look at the Upcoming National Elections

Overview of the Hot State and Federal Races

Updates on Statewide Ballot Measures

The Grassroots Role in Voter Turnout

Interactive Lunchtime Panel

The Role of Voter Data in Campaigns and Elections

Afternoon Breakout Workshops

Three sets of workshops split into four tracks: Campaign Data, Club Development, Communications, and Finance & Budget. See workshop grid on following page for more details.

Wrap-up of the Day and Closing Remarks

Social Hour

Please join us for some social time as attendees get a chance to catch-up and chat about the day's activities.

Optional: Participatory Dinner Discussion

The dinner costs \$40 and features a debate-team discussion among attendees on hot topics in California politics. The dinner is expected to sell out, so purchase your tickets today at www.actblue.com/page/summit2015.



Tentative Afternoon Breakout Workshop Grid

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In the afternoon, attendees breakout into three sets of workshops, split into four tracks:
Campaign Data, Club Development, Communications, and Finance & Budget.

Campaign Data Track

- MOE Training
- Using Data to Create a Field Plan
- Using Data to Enhance Your Digital and Social Media Outreach

Club Development Track

- Campaign Finance: Know the Laws About Raising and Spending Money
- Using the Presidential Campaign to Build Your Club or Organization Membership
- Organizing and Galvanizing Activists Through Issue Advocacy

Communications Track

- Media 101
- Social Media and Your Online Presence
- Rapid Response

Finance & Budget Track

- Fundraising 101
- Intermediate Fundraising: Events and Organizations
- Creating and Using a Budget

*Workshop titles are tentative and subject to be modified.
See previous page for full day's agenda.*