

RTC LEADERSHIP & LOCAL CANDIDATE BOOT CAMP
March 26-27, 2011

****DRAFT****

DAY 1 (9AM – 5 PM)

Welcome – State Party Chair Chris Healy and Vice Chair Catherine Marx

Session 1: State Central and the tools you need for success - 9am

- Support for Candidates and RTCs
- Resources (Voter Vault, Technology, Training, Finances)
- Communication
- Recruitment

Session 2: Recruitment - 10am

- Candidates
- Members
- Volunteers
- New Registered Voters

Session 3: Direct Mail Campaign - 11am

- Planning
- Budget
- Execution

Session 4: Volunteer and Paid Phone Calls - 12:00pm

- Planning
- Budget
- Execution
- Final 96 Hours

BREAK – LUNCH IS SERVED – 1pm

Session 5: Messaging/Issues - 1:15pm

- Finding Issues
- Defining Your Message
- Using the media

Session 6: Using the Internet - 2:15pm

- Planning
- Budget
- Execution

Session 7: Voter Vault - 3:15pm

PAID FOR BY THE CONNECTICUT REPUBLICANS.
JERRY LABRIOLA, JR., TREASURER

DAY 2 (12PM – 5PM)

Session 1: Treasurer Training - 12pm

Session 2: Fundraising - 1pm

Session 3: Working Together – 2:30pm

- Republican Town Committee
 - Communication
 - Recruitment
 - Campaign Organization and Volunteers
 - Fundraising
- Candidates
 - Communication
 - Messaging
 - Developing a campaign plan
 - Fundraising

SHORT BREAK – COFFEE & REFRESHMENTS - 3:30pm

Session 4: RTC Chairman's Roundtable Discussion - 3:45pm

- Best Practices
- Coordination Issues
- Municipal Campaign 2011
- Volunteer Recruitment