

MUNICIPAL CAMPAIGN FIELD SCHOOL
June 11, 2011
Connecticut Republican Party Headquarters
321 Ellis Street
New Britain, CT 06051

****DRAFT****

Saturday, June 11, 2011

Welcome – State Party Chair Chris Healy

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: Using Voter Vault - *10am*

- Creating lists with a purpose
- How to use your data

Session 3: Volunteer Voter Contact and Planning for GOTV- *11am*

- Planning
- Writing scripts
- Recruiting and retaining volunteers

Session 4: The Final Push- *12pm*

- Planning
- Budget
- Execution