

DFA Training Academy Agenda

Salt Lake City, Utah June 16th & 17th 2007

Saturday

Time	Session	Trainer
8:00 – 9:00	Setup	Volunteers
8:30 – 9:00	Registration	Volunteers
9:00 – 9:15	Kickoff	Trainees
9:15 – 9:30	Training Overview	Arshad Hasan
9:30 – 11:30	Your Field Plan: Vote Goals, Targeting, and Field Strategy	Tom Hughes
11:30 – 11:40	Break	
11:40 – 12:30	Building Your Activist Base	Arshad Hasan
12:30 – 1:25	Lunch	
1:30 – 5:50	Rotating Sessions: Trainees divide into groups and go to assigned rooms. Trainers rotate and do small sessions with each group.	
Rotating Sessions	- Timelines and Benchmarks	Arshad Hasan
1:30 – 2:30	- Developing a message	Don Weigel
2:35 – 3:35	- Fundraising	Michael Cook
3:40 – 4:40	- Voter Contact: Tactical overview	Tom Hughes
4:45 – 5:45		
5:50 – 6:00	Homework, Evaluations	Arshad Hasan

Please complete evaluations throughout the day.

Sunday

Time	Session	Trainer
8:00 – 8:30	Setup	Volunteers
8:15 – 9:00	Homework Help	Arshad Hasan
9:00 – 9:45	Localizing Your Training and Homework Review	Arshad Hasan
9:45 – 10:55	Get out the Vote	Tom Hughes
10:55 – 11:05	Break	
11:05 – 12:00	Working with the Media OR Fundraising II	Don Weigel Michael Cook
12:05 – 1:00	Lunch	
1:05 – 5:00	Elective Sessions: Trainees choose which sessions to attend. Room assignments on back	
Elective Sessions	Paid Media: Campaign advertising	Don Weigel
	Earned Media: Working with news outlets	Don Weigel
	Voter Contact: Running a Canvass	Tom Hughes
1:05 – 2:00	Voter Contact: Developing a Phone program	Tom Hughes
2:05 – 3:00	Volunteer Management and Leadership Development	Arshad Hasan
3:05 – 4:00	Precinct Organizing	Arshad Hasan
4:05 – 5:00	Fundraising III Working with a Voter File	Michael Cook Matt Lyon
5:05 – 5:45	Taking Your Next Step	All Trainees, All Trainers
5:45 – 6:00	Evaluations and Wrap up.	Arshad Hasan
6:00 onward	Take Back Your Country	Trained Activists

Please complete evaluations and remember to turn them in at the end of the day.

This Agenda Belongs to: _____

Saturday Afternoon Rotating Sessions			
Red Group Room:	Blue Group Room:	Yellow Group Room:	Green Group Room:

Sunday Afternoon Rotating Sessions					
Time Slot	Room:	Room:	Room:	Room:	Room:
1:05 – 2:00	Paid Media: Campaign advertising	Fundraising: Call time	Precinct Organizing	Voter Contact: Running a Canvass	Working with a Voter File
2:05 – 3:00	Paid Media: Campaign advertising	Fundraising: Call time	Precinct Organizing	Voter Contact: Running a Canvass	Working with a Voter File
3:05 – 4:00	Earned Media: Working with the media	Fundraising: Call time	Volunteer Management and Leadership Development	Voter Contact: Running a Phone program	Working with a Voter File
4:05 – 5:00	Earned Media: Working with the media		Volunteer Management and Leadership Development	Voter Contact: Running a Phone program	Working with a Voter File

Please complete evaluations throughout the day and remember to turn them in at the end of Sunday.

Michael Cook

Michael Cook is a veteran of more than 25 political campaigns at the local, state and federal level. During his tenure as Executive Director of the Democratic Party of Arkansas he helped revitalize and re-organize the state party. His work there earned him recognition by the National Journal's "Hotline" as one of Arkansas' Rising Stars in 2003, and the Arkansas Times proclaimed him the "Wizard of Voter Turnout" during the hotly contested 2004 campaign season. He is the only Arkansas Executive Director who has simultaneously served as Coordinated Campaign Director, overseeing the Democrats' most intensive field operation ever in a presidential election year. He was a member of then-Governor Clinton's campaign staff during the 1992 presidential race, serving both in New Hampshire and at the fabled Little Rock headquarters. Michael previously served as consultant with Southern Strategy Group, a political and governmental consulting firm in Little Rock. In 2006, he managed the first winning Democratic campaign for Arkansas Lt. Governor in sixteen years. Michael is a veteran of the United States Army Reserves and holds a bachelor's degree in History from the University of Arkansas at Little Rock

Tom Hughes

Executive Director, Democracy for America. Active in Democratic politics since 1988, Tom has worked on most divisions of a modern campaign including: management, field, fundraising, communications, political outreach, scheduling and advance. Executive director of the Vermont Democratic Party in 1998, Tom helped elect a state house and senate that went on to pass historic Civil Unions legislation. In 2003-04, Tom directed the Dean for America field operation in New Hampshire. He has been with Democracy for America since April 2004.

Arshad Hasan

Training Coordinator, Democracy for America; Arshad joined Democracy for America in early 2005 to develop and direct the DFA Training Academy. Before joining DFA, Arshad worked with MoveOn PAC during the 2004 Elections. Previous to his electoral experience, Arshad based his professional political career in environmental issue advocacy and organizing. His non-electoral experience includes work on legislative issue campaigns, corporate accountability campaigns, and grassroots fundraising. Arshad traces his Dean roots to February of 2003 when he founded one of the nation's first organized Dean groups, Philly For Dean. Whenever possible, Arshad likes to take off from DFA and work on campaigns with staffers he's trained. In the 2006 general election, Arshad worked as the GOTV Director for Jerry McNerney for Congress.

Arshad was born and raised in Grand Forks, North Dakota and went to college at the University of Pennsylvania.

Don Weigel

Don Weigel has been in professional politics since 2002. In 2003 he helped coordinate the first ever full ticket campaign for Peekskill City Council, efforts which elected the second Democrat in over twenty-five years to the City Council. In 2004, Don served as Press Secretary for Samara Barend for U.S. Congress in New York's 29th district. In 2006 he won a special election in Buffalo, NY before moving on to be Deputy Executive Director for the House Caucus in Colorado. Don has worked in campaign communications, field, or management consultant for numerous national Democratic / progressive organizations and causes, four congressional races, and dozens of state senate and house races. He currently serves as the Executive Director for the Colorado State House Caucus overseeing every state house race in Colorado.