



Four Freedoms Fund 2017 Civic Participation Convening Agenda

Virginia Is For Organizers

Westfield Marriott Washington Dulles Conference Center
Chantilly, Virginia
May 17-20, 2017

Wednesday, May 17, 2017

- | | | |
|-------------|--|---------------------------------------|
| 5:00 - 6:00 | Registration | <i>Location: Second Floor Rotunda</i> |
| 6:00 - 8:00 | Welcome Dinner
Opening Remarks - Henry Der
State of the Electorate - John Miyasato COCE
VA Story - NVMEF
Performance - Elsa Riveros and Friends | <i>Location: Jeffersonian 1-4</i> |
| 7:30 - 8:00 | Facilitator Meeting
Henry Der, John Miyasato
Breakout Facilitators | |

Thursday, May 18, 2017

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|--------------|---|------------------------------------|
| 8:00 - 9:00 | Breakfast | <i>Location: Washingtonian 2-3</i> |
| 9:00 - 9:30 | Plenary:
Making the Climb on Mt. Rogers: Beating Expectations - Planning your Civic Engagement Work
Presented by: John Miyasato | |
| 9:30 - 10:30 | Breakout #1: | <i>Location: Jeffersonian 1-4</i> |

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Safe Tracking Your Way to Success - Problem Solving Around Voter Engagement

A: Problem Solving around unique voter engagement situations

B: Growing your program over time to a 50+ person operation

10:30 - 10:45 **Report back** *Location: Washingtonian 2-3*

10:45 - 11:05 **Break**

11:05 - 12:05 **Panel:** *Location: Washingtonian 2-3*
Election Protection: Protecting Votes in VA & Beyond

Moderator: *Angela Kahres - SIF*

Speakers: *Tram Nguyen, Erica Clemmons, Eddie Hailes*

12:05 - 12:45 **Breakout #2:** *Location: Jeffersonian 1-4*

A: Issue Advocacy

B: Recruiting, Training, and Retaining Canvassers

12:45 - 1:00 **Report back** *Location: Washingtonian 2-3*

1:00 - 2:00 **Lunch**

2:00 - 2:30 **Plenary:**
Tools for Communications - Messaging and Planning
Presented by: Robert Bray

2:30 - 3:10 **Panel:**
Report From The Field - Case Studies
Moderator: Robert Bray
Speakers: Laura Martin & Raymond Partolan

3:10 - 3:50 **Breakout #3:** *Location: Jeffersonian 1-4*
Developing Your Message for Strategic Audiences

A: Coalitions, Networks

B: Service Providers

C: Advocacy or Organizing Organizations

3:50 - 4:10 **Break**

4:10 - 5:10 **Taking a Deeper Dive In The** *Location: Washingtonian 2-3*
Luray Caverns: Ted Talks

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Kimlee Sureemee - Regranting Structures
Francesca Menes- Managing c3/c4 organizations
James Hong - Organizational Operations & Structure of work
Marianne Chung - PowerBoost Distributed Call Program
Christopher Rice-Wilson - Payroll & Backend for Large Campaigns
Katie Simon - COCE & Continuing Education

5:10 - 6:30

Plenary:
Workshop on Engaging Volunteers & Fundraising Campaigns
Presented by: Dara Silverman - PowerLabs

6:30 - 8:30

Dinner *Location: West Lobby and Sunset Terrace*

7:30 - 8:30

Mentoring:
Optional one-on-one mentoring with Power Labs
- Make sure to sign up for a time slot!

7:30-8:00

Team Lead Meeting
Henry Der, John Miyasato
Breakout Facilitators

7:30 - onward

Evening Mixer *Location: Washingtonian 1*
The Beat & Path Productions Presents: DJ Amen Ra

Friday, May 19, 2017

8:00 - 9:00

Breakfast *Location: Washingtonian 2-3*

9:00 - 10:10

Plenary:
Internal Staffing Opening Remarks
Presented by: John Miyasato

9:10 - 10:10

Breakout #4 *Location: Jeffersonian 1-4*
All Hands On Deck: A Discussion on Internal Staffing
A: Recruitment
B: Training and development
C: Retention and incentives
D: Critical roles of your staff within organization's structure

10:10 - 10:30

Report back *Location: Washingtonian 2-3*

10:30 - 11:00

Break

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11:00 - 12:00	Plenary: 2020 Decennial Census Outreach Presented by: Maria Olmedo-Malagon - US Census Bureau, Decennial Communications and Coordination Office	
12:00 - 1:00	Working Lunch: Canvassing 101 Presented by: Adam Steinberger	<i>Location: Washingtonian 2-3</i>
1:00 - 1:20	Plenary: Introducing the Simulation Presented by: John Miyasato	
1:20 - 2:50	Exercise: Setting Up Your Office	<i>Location: Fairfax Rooms</i>
2:50 - 3:10	Break	
3:10 - 5:10	Exercise: Canvass and Phone Bank Set Up	<i>Location: Fairfax Rooms</i>
5:10 - 6:00	Plenary: Running an Effective Phone Bank <i>Speakers: Diana Bui - Center for Pan Asian Community Services and Diana Colin - CHIRLA</i>	<i>Location: Washingtonian 2-3</i>
6:00 - 7:00	Dinner	<i>Location: Washingtonian 1</i>
7:00 - 9:00	Exercise: Phone Banking	<i>Location: Fairfax Rooms</i>

Saturday, May 20, 2017

8:00 - 9:00	Breakfast	<i>Location: Washingtonian 2-3</i>
9:00 - 12:00	Exercise: Canvassing	
12:00 - 1:00	Lunch <i>Closing Remarks - Henry Der</i>	<i>Location: Washingtonian 2-3</i>
1:00	Adjourn	