

Jackson County Democrats
2012 Campaign School

Saturday, January 14

8:45 a.m. – 4:00 p.m.

This fast-paced, full-day session is designed for registered Democrats who are seriously considering running for public office in Jackson County – and for campaign managers who may assist them. Registration is required and limited to 25 people.

Where: JCD Headquarters, 40 South Central, Medford
Who: Cathy Allen, founder and president
The Connections Group, Seattle
Cost: \$30 per person, includes morning coffee and lunch
Register: Contact Jackson County Democrats 541-858-1050

Agenda

8:45 a.m. Registration & Coffee

9:00-10:00. Getting Started: What you need to consider in running a successful race.

10:00 – 12 Noon. Building a Realistic Campaign Plan

- Overall strategy (starting with: What the heck is *strategy*?)
- Message development and targeting
- Voter contact
- Budgets and timelines

12:00-1:00 p.m. Lunch Roundtables & Campaign Exercises

1:00-2:00. Fundraising (don't try to get out of this: it won't work!)

2:00-3:00. What's New in 2012 and How You Get There First

3:00 – 3:45 Keeping Focused, Managing Resources,

3:45 to 4:00 Q&A & Conclusion

About Cathy Allen

Cathy Allen, founder and president of The Connections Group in Seattle (www.connectionsgroup.org), has spent the past 22 years working to elect people other than the “usual suspects.” Her Golden Rule: Craft the best message; get it to the right people at the right time, many times in a variety of ways (hopefully at the most efficient cost).

This strategy has worked for more than 655 successful political campaigns all over the world – ranging from U.S. Presidential and Governor's races, Senatorial and Congressional races, state legislative races, issue campaigns, Parliamentary races, and numerous political action committees. Allen has specialized in women candidates, young candidates, and candidates of color – and has been known to represent a few great white guys – if they are the best in the race. Last year Allen broke from traditional Democratic protocol to travel back to Alaska where she ran the successful – and historic -- write-in campaign on behalf of Senator Lisa Murkowski.

Allen has recruited, trained and supported candidates in Jordan, Morocco, Canada, Mexico, Croatia, Hungary, Spain, Algeria, France, Netherlands and Cuba.

Allen is the author of two books on political campaigning. Former board member of the American Association of Political Consultants, Allen is also the former VP of the National Women's Political Caucus. She is a frequent political commentator on national TV and radio, and appears weekly on KING-TV's (Seattle's NBC affiliate) "Up Front" with Robert Mak. In 2000, Allen co-founded the Center for Women and Democracy which preaches the doctrine of women “leading where they land.”

Allen's professional background includes stints as a reporter for several newspapers: *The New York Times*, the *Anchorage Times* and the *Bridgeport Telegram*. She worked for three years as the top executive for the Mayor of Anchorage. Allen has an undergraduate degree in journalism and a master's degree in public administration from Harvard University.

Cathy happens to love Jackson County, Oregon and the barriers this swing Republican district has managed to tame in its relentless vigilance to remain more progressive which is why she traditionally returns once a year to update local campaign enthusiasts on the new tricks of the trade.

This year new items will include:

- Determining the cost per vote budget you should be planning on for 2012;
- The new negatives that work and what negatives you cannot use anymore;
- Initiative fatigue and how to get votes by running against top heavy ballot initiatives;
- Technology: where it will save you money and where it's going to cost you more than you will ever reap any benefits;
- New fundraising that candidates don't hate to do.