

Campaign School 2022

Agenda

Time	Session	Speakers
8:00 – 8:15	Registration / Zoom Log-In	<ul style="list-style-type: none"> • Andrea Mulrine (Zoom host); amulrine@comcast.net • Dan Schreffler, Registration and Membership dschreffler@mac.com
8:15 – 8:30	Welcome and introduction of Moderator	Diana Dakey , President, League of Women Voters of Lackawanna County lwvlackawanna@gmail.com
8:30 – 9:00	What you need to ask yourself before running for office. Checklist of questions to ask yourself and your family.	Judy Herschel , Susquehanna County Commissioner https://www.linkedin.com/in/judith-herschel-8b8a37165/
9:00 – 9:30	Your Message to Voters: Creating your authentic message and slogan. How to present yourself.	John “Jack” J. Strain, II , Faculty Specialist, Department of Communication & Media, The University of Scranton john.strain@scranton.edu https://www.scranton.edu/academics/faculty/cas/communication/strain-john.shtml
9:30 – 9:40	Break	The day is jam packed! Refill your coffee.
9:40 – 10:00	Volunteers – what do you need them to do?	<ul style="list-style-type: none"> • Larissa Cleary-Valonis, campaign manager for Representative Kyle Mullins 2018 and Judge Mary Walsh Dempsey • Samantha (Sam) Maloney social media volunteer and website developer for Janet Brier, Trip O’Malley, Cathy Weschsler and Mary Walsh Dempsey
10:00 – 11:00	Petitions, Paperwork, and Campaign Basics How to comply with official rules for petitions and campaign filing.	Jean Wahl Harris, Ph.D. , Professor, Political Science Department; Co-director of the Center for Ethics and Excellence in Public Service The University of Scranton jean.harris@scranton.edu https://www.scranton.edu/academics/cas/ceeps/directors-committee.shtml
11:00 – 11:10	Break	
11:10 – 12:10	Campaign Fundraising 101. How to ask for financial support, who to ask, why people will support you, where to spend your funds.	Aubrey Montgomery , principal, Rittenhouse Political Partners https://www.rittenhousepoliticalpartners.com/ https://www.rittenhousepoliticalpartners.com/contact
12:10 – 12:20	Break	
12:20 -1:00	Connecting with Your Voters: Social media Effective and efficient use of social media to mobilize your voters.	Brian Snee, PhD , Assistant Professor, Department of Communication & Media, The University of Scranton brian.snee@scranton.edu https://www.scranton.edu/academics/provost/profiles/2020-new-faculty/snee-brian.shtml
1:00 – 2:00	Reflections and Insights Panel: Local voices share real life experience in office and on the campaign	John Blake , Pennsylvania Senator, District 22, 2011-2022 Additional panelists TBA
2:00 – 2:05	Concluding remarks	Andrea Mulrine