

Candidate Education **WORKSHOPS**

PART 1 - THE BASICS

You've decided to run for office and now there is so much to do! Learn the nuts and bolts of campaigning - how to set up a campaign committee and get recognition for your policies and positions through your website, social media, and printed materials. Get practical advice on crafting your message and getting out there to sell yourself!

RSVP by email to
candidates@berks-dems.org
or phone
610-376-2304
and leave a message.

address for GoggleWorks:
201 Washington Street
Reading, PA 19601

**for all candidates
registered as
Democrats,
future candidates,
committee people,
campaign volunteers
and staff**

SUNDAY

January

14, 2018

1-3 PM

**GoggleWorks
room 325**

A representative of Berks County Election Services will be on hand to discuss election law, campaign finance law, forms and applications, ballot petitions, and more.

Also included: The Art
of Advertising and
Promotion!
Plus a preview of
Stump Speech and
Social Media
Workshops

Paid for and
provided by
Berks County Democrats


**Berks Democratic
Women**

MARK YOUR CALENDARS:

**January 21: Candidate Stump
Speech Workshop**

**January 28: Candidate Social
Media Workshop**

**This workshop is
FREE to participants.**

donations accepted

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PART 2 Stump Speech

Your stump speech is the most important way you can connect with your constituents. Do not squander this opportunity by tripping over your speech, hesitating, or forgetting your strongest qualifications. The morning session will discuss elements of an effective speech. In the afternoon you will give first draft of your speech, which will be video taped and fellow participants will provide immediate feedback.

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Topics to be covered:

- Tell your story
- Choose your words
- Visualize your speech
- Select your top issues
- Deliver your speech
- Make your case
- Ask for support

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Berks Democratic
Women

SUNDAY

January
21, 2018
10-noon and
1-3 PM

The Stump Speech

Location:
434 Walnut St.
Reading, PA 19601

MARK YOUR CALENDARS:

**January 28: Candidate Social
Media Workshop**

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FREE to participants.**

donations accepted

SUNDAY

January

28, 2018

10-noon and

1-3 PM

The Candidate & Social Media

Location:
434 Walnut St.
Reading, PA 19601

Topics to be covered:

website

facebook

twitter

vlog

mailchimp

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PART 3 - SOCIAL MEDIA

Social Media offers the most cost effective way to reach voters and attract dedicated supporters. More importantly, you can stamp it with your unique personality. The morning session will discuss how to create a Social Media presence. In the afternoon, you will get to record a visual blog and get feedback.

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