



Campaign Planning and Readiness

April 7 and 8, 2022
The Westin Chattanooga

AGENDA

Thursday, April 7

7:30 – 8:00 am	Workshop Registration and Breakfast
8:00 – 9:00 am	Welcome, Introductions, and Overview <ul style="list-style-type: none">• Let us know where you are in your campaign planning process and the main focus of your proposed campaign
9:00 – 10:15 am	From Strategic Plan to Case Statement
10:15 – 10:30 am	Morning Break
10:30 – Noon	Assessing Internal Readiness
Noon – 1:00 pm	Lunch
1:00 – 2:30 pm	Prospects
2:30 – 3:15 pm	<i>Working Session – Prospect Strategy for the next 18-Months</i>
3:15 – 3:30 pm	Afternoon Break
3:30 – 4:30 pm	Identifying and Utilizing Campaign Volunteers
4:30 – 5:00 pm	Final Questions and Adjourn

Friday, April 8

8:00 – 8:30 am

Breakfast

8:30 – 9:30 am

The Roadmap – Creating an Infrastructure and Plan that Shows the Way Forward

9:30 – 10:30 am

Quiet Phase

10:30 – 10:45 am

Morning Break

10:45 – 11:30 am

Working Session – Campaign Timeframe Worksheet

11:30 – 12:00 pm

Monitoring and Measuring Your Success

12:00 pm

Final Issues and Wrap up