

MARYLAND 2021 
CANDIDATE PALOOZA
TRAINING FOR: CANDIDATES, ACTIVISTS & VOLUNTEERS

Candidate Training 101 & 102

March 20, 2021

Introduction to Campaigns

- ✓ Deciding to Run or Not – Dwight Patel & Chris Tomlinson
- ✓ Campaign Resources – Corine Frank
- ✓ Campaign Messaging – Mark Uncapher
- ✓ Fundraising – Dwight Patel
- ✓ Voter Contact Data – TBD
- ✓ Legal Treasurer – Mark Uncapher
- ✓ Running for Municipal Elections - fmr Councilman - Tom Rodriguez, Kensington, MD
- ✓ Direct Mail – Al Mendelsohn
- ✓ Grassroots – Nicolee Ambrose

Download Worksheets

April 17, 2021

Campaign Plan 101 & 102

- ✓ Selecting the Office
- ✓ Develop 30-day, 60-day and 90-day schedule
- ✓ Identify Campaign Leadership Team
- ✓ Create Digital Plan
 - Website
 - Social Media

Download Worksheets

Montgomery County Republican Club

10301 Grosvenor Pl, 1801, North Bethesda, Maryland 20852

www.montgomerycountyrepublicanclub.com | info@montgomerycountyrepublicanclub.com



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May 15, 2021

Fundraising Plan 101 & 102

- ✓ Create a house Donor File
 - Christmas Card/Contacts List
 - Friends & Family
 - Growing your donor list
 - Thank You Notes *****
- ✓ Identify Key Donors
- ✓ Get an Anedot account to be able to take contributions online
- ✓ Develop First Direct Mail/testing/email

Download Worksheets

June 19, 2021

Messaging 101

- ✓ How to develop messaging plan
- ✓ Identify key issues
- ✓ Digital Messaging
- ✓ Social Media Strategies

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July 17, 2021

Messaging 102

- ✓ Define your opponent's strengths and weaknesses
- ✓ Voter Identification – Find out what the voters are most motivated by
- ✓ 30 second elevator speech
- ✓ Position Papers

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August 21, 2021

Media Training 101

- ✓ Dealing with the Press
- ✓ Effective Press Release and Advisories
- ✓ Hostile Media Training
- ✓ One-on-One interview

Download Worksheets

September 18, 2021

First Campaign Event

- ✓ Setting up your first campaign event
- ✓ Organize your digital, and direct touch contacts
 - Its not enough to just send email
 - You the candidate will need to call your

October 16, 2021

Debate Prep 101

- ✓ Mock Debates
- ✓ Candidate Forum v Debate
- ✓ Know the issues

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