



Upper Midwest Leadership Summit 2019

*Preliminary Saturday Agenda **

Saturday, March 2, 2019

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| 9:30 AM - 10:00 AM 10:00 AM - 10:45 AM | Registration and Continental Breakfast Messaging to the Heart <i>Lonny Leitner, American Majority</i> Learn why intellectual analysis fails to work against the moral arguments of the Left, and why the Right needs to start looking at defending our positions from a moral and emotion-filled standpoint. |
| 10:45 AM - 11:45 PM | Building a Plan to Win: Organization for Your Campaign or Advocacy Effort <i>Jim Sanborn, Mayor of Waconia</i> Organized and mobilized activists and leaders build their teams, plan their efforts systemically in order to cross the finish line whether it is principled leaders into office or advancing their cause. Learn practical ways to effectively mobilize and organize your effort for 2019 and beyond. |
| 11:45 AM - 1:00 PM | Lunch Session: Fundraising – How to Kick Start Your Fundraising Efforts <i>Jennifer DeJournett, American Majority</i> Ideas are great. Raising enough money so people know about your great ideas is even better. Fundraising isn't impossible and everyone can do it. Learn how to kick-start your fundraising efforts whether you are a local organization, candidate, issue group or just want to learn how to get others to join with you to raise money together. |
| 1:00 PM - 2:00 PM | Volunteer Recruitment: Building A Team to Win on Election Day <i>Speaker: Lonny Leitner</i> Working with a team can often be as challenging as it is rewarding. Learn about the different "types" of volunteers you may find and how best to match their skills to your campaign's needs. Help leaders understand how to identify their team member's strengths and match them with the team's needs. |
| 2:00 PM – 3:00 PM | How to Win Elections by Identifying Voters on the Ground <i>Speaker: Jennifer DeJournett</i> Connecting with voters on the ground is critical to winning elections. Learn about organizing in your own neighborhood, using technology to connect with voters and best practices and real-life stories of door knocking. Bring your questions because after this session, you will be ready to hit the doors and make a difference. |
| 3:30 PM – 4:00 PM | Volunteer Recruitment: Building a Team to Work on Election Day <i>Speaker: Lonny Leitner, American Majority</i> Description coming soon. |
| 3:30 PM – 4:00 PM | What's Next? Plug-In and Engage to Make a Difference <i>Session Wrap-Up</i> Panel discussion with our speakers and other special guests. |

* Schedule is preliminary and subject to change.

#ReadySetLead