

# Planting Seeds *for the* Future



**IT'S NEVER BEEN MORE APPARENT THAN IT IS TODAY** that if union members want to take our government back from the corporate interests that now control it, they will have to do it themselves by stepping up and running for elected office.

The Labor Candidate School is led by **Murray Fishel**, President of Grassroots Political Campaigns and founder of America's first graduate program in Campaign Management at Kent State University.

## TENTATIVE AGENDA (SUBJECT TO CHANGE)

### SUNDAY, MAY 31

4-7pm early Check-in (*Optional*)

### MONDAY, JUNE 1

- 9 Registration and Check-in
- 10:15 Welcome and Introductions
- 10:30 THE MODERN CAMPAIGN
- 12 Lunch
- 1:15 CAMPAIGN STRATEGY
- 3:30 ELECTORAL TARGETING
- 5 Dinner
- 6 POLLING

### TUESDAY, JUNE 2

- 7 Breakfast
- 8 PLANNING EXERCISES
- 12 Lunch
- 1 CAMPAIGN RESEARCH
- 2 BUILDING VOLUNTEER ORGANIZATION
- 4:15 CAMPAIGN LEADERSHIP
- 5 Dinner
- Free Evening

### WEDNESDAY, JUNE 3

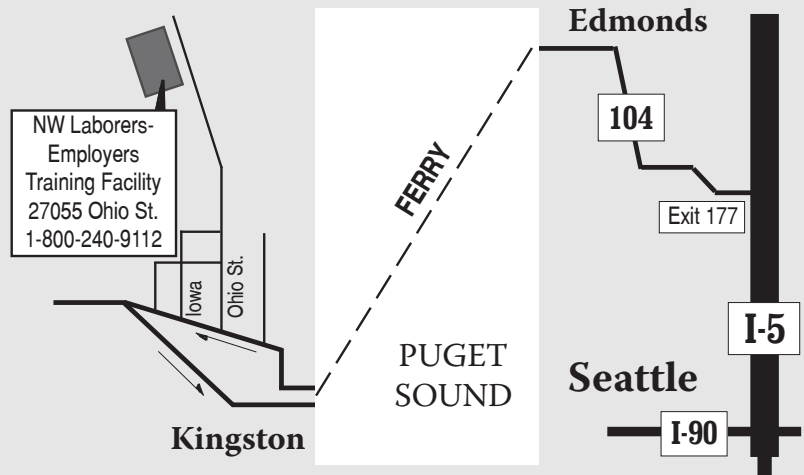
- 7 Breakfast
- 8 LEADERSHIP EXERCISE
- 9 MEDIA & MESSAGE
- 10:45 MEDIA EXERCISE
- 12 Lunch
- 1 EXERCISE PRESENTATIONS
- 2 VOTER CONTACT PLANNING
- 3:45 TACTICAL PLANNING EXERCISES
- 5 Dinner
- 6 PLAN PRESENTATIONS

### THURSDAY, JUNE 4

- 7 Breakfast
- 8 CAMPAIGN FINANCE
- 9:45 FUND-RAISING
- 11 GET-OUT-THE-VOTE
- 12 Lunch
- 1 GOTV EXERCISE
- 2 Graduation and Checkout

## DIRECTIONS

- Take Interstate 5 (North from Seattle)
- Take Edmonds Exit #177
- Stay in Right Lane
- Follow Hwy. 104 West
- Follow Signs to "Kingston-Edmonds Ferry"
- After 5th Traffic Light, stay on right to dock
  
- Exiting Ferry, Turn Right on Ohio Street (2nd right)
- Go to the Top of the Hill
- Training Facility is at Top of Hill of on the Left



## REGISTRATION FORM

Enclosed please find my payment of \$300 to reserve my spot at the Planting Seeds for the Future Labor Candidate School.

**\* Space is limited to 40 participants** Registration is on a first-come, first-served basis.

*All registrations must include a referral from your local union or state council.*

**For information contact Benjamin Lawver at 206-281-8901.**

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Home Address: \_\_\_\_\_

City/Zip: \_\_\_\_\_ Day Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Evening Phone: \_\_\_\_\_

### MAIL FORM TO:

Benjamin Lawver, Political Director  
Washington State Labor Council, AFL-CIO  
314 1st Avenue West, Seattle, 98119

or **FAX TO:** 206-285-5805

**\*\$300 registration fee includes 3 nights lodging, meals and materials.**

### Area(s) of Interest (check all that apply):

- Campaign Manager  City Council  County Council
- School Board  State Legislature  Other local office