



# CAMPAIGN TRAINING ACADEMY



Hosted by the **Lake County Democratic Party** and the **Lake-Sumter College Democrats**  
**Saturday, September 16, 2017 & Sunday, September 17, 2017**  
**Health Sciences Center, Lake-Sumter State College, 9501 US Hwy 441, Leesburg, FL**

**You have the power, now learn the skills!**

Top campaign consultants from around the country are coming to Central Florida to present two exciting days of campaign training. How many votes will it take to win in an election cycle? How do you craft the perfect message and get it out to voters? How will you raise the money to pay for it all? This Academy will help you answer these questions and give you one on one time with trainers who have decades of experience.

Topics include: field planning, voter contact, fundraising, communications, volunteer recruitment and more. There will be a special track for candidates on messaging and fundraising to kickstart your campaign! Attendees will also receive the DFA Training Manual packed with 140 pages of winning campaign info!

Refreshments will be provided throughout the day and a social event will be organized Saturday evening so you can mingle and network with other activists from across Florida.

Saturday, September 16th: Registration at 8:30 a.m. Opening Session at 9 a.m. Workshops until 5 p.m. Consultations with Trainers & Networking at a local restaurant until 7:30 p.m.

Sunday, September 17th: Workshops from 9 a.m. to 4 p.m.  
Luncheon TED Talk on *Community Democracy* by Professor Jeremy Norton

Hampton Inn at 9630 U.S. 441 (phone: 352-315-1053) has reserved a block of rooms with two queen-sized beds for \$95 per room per night. The group code is CTA and reservations must be made by 9/4/17.

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## REGISTRATION FORM

Name \_\_\_\_\_ Email \_\_\_\_\_

Phone \_\_\_\_\_ Address \_\_\_\_\_

Please check ALL that describe you:  Candidate  Potential Candidate  Campaign Manager  
 Precinct Captain  Volunteer  DEC Officer  Democratic Club or Caucus Officer

Registration Form must be received on or before **September 9th**, along with a **\$50 registration fee**, which includes a training manual and refreshments on both days (continental breakfast, lunch, and afternoon snack). You may register on line at [lakedemocrats.tix.com](http://lakedemocrats.tix.com). Or you may mail this form and a check made payable to "Lake County DEC" to Lake County DEC, 4400 N. Hwy 19A, Ste. 7, Mount Dora, FL 32757. Questions may be directed to Jane at 352-250-6771. [hepting.jane@gmail.com](mailto:hepting.jane@gmail.com).