

**IMAGINE DURANT 58** 

# LEAD

Developing the Durant region's next  
generation of civic leaders

PROGRAM  
OVERVIEW

## PROGRAM SCHEDULE

<b>Friday</b>	Applications open
<b>Sunday</b>	Applications close
<b>Friday</b>	Cohort announced
<b>Friday</b>	Session 1 – So You Want to Run for Office? (Part 1: Get Inspired)
<b>Friday</b>	Session 2 – So You Want to Run for Office? (Part 2: What Are the Options?)
<b>Friday</b>	Session 3 – A Day in the Life of an Elected Official
<b>Friday</b>	Session 4 – So You Want to Run for Office? (Part 3: Gut Check Time)
<b>Friday</b>	Session 5 – Stories From the Campaign Trail
<b>Friday</b>	Session 6 – Building a Campaign Team
<b>Friday</b>	Session 7 – Shaking Hands and Kissing Babies
<b>Friday</b>	Session 8 – Fundraising and Ethics
<b>Friday</b>	Session 9 – Wrap-Up and What's Next?

Sessions will be held from noon to 1:15 p.m. every other Friday.

## **Session 4 - So You Want to Run for Office?**

### **Part 3: Gut Check Time**

**Objective: Participants will be able to identify the various components and requirements of running a successful political campaign.**

Running for office takes work, money, strategy and, sometimes, luck. In this session, we'll hear from political strategists and consultants who work with candidates running for office in Oklahoma and find out what kind of commitment we're really talking about. This session offers an overview and preview of future sessions discussing campaign finance and strategies, as well as how candidates put together winning campaigns.

## **Session 5 - Stories From the Campaign Trail**

**Objective: Participants will examine and develop best practices for campaigning in the Durant area.**

Running a campaign isn't for the faint of heart. It takes long hours, dedication and thick skin. Most candidates make many great memories and friends on the trail, but every campaign has some cringeworthy stories and lessons learned. In this session, we'll hear from previous candidates about the highlights and challenges of their particular campaigns and solicit advice from their personal experiences on the campaign trail.

## **Session 6 - Building a Campaign Team**

**Objective: Participants will be able to identify the components of a successful campaign team including paid staff and volunteers.**

Running for office is a team sport. It takes many skilled and dedicated volunteers and often some hired hands. In this session, we'll hear from campaign managers and consultants who have helped turn candidates into office-holders. You'll get an overview of the players needed on a campaign team, campaign strategies and best practices for volunteer recruitment and management.<sup>5</sup>

