



DFA Training Academy Agenda
Cincinnati, Ohio – May 10th & 11th

Saturday Morning

Introduction & Overview
Field Planning and Targeting
Volunteer Recruitment

Lunch

Saturday Afternoon

Fundraising Strategies
Voter Contact Tactics
Campaign & Event Planning
Developing Your Message

Sunday Morning

Getting Out The Vote (GOTV)
Fundraising Tactics
Working with the Media

Lunch

Sunday Afternoon (choose 4)

Working with a Voter File (VAN)
Neighborhood Precinct Organizing
Volunteer Management and Development
Running Phonebanks and Canvasses
Fundraising: Call Time
Drawing Contrasts in Campaigns

Training Presenters

Matt Blizek

A veteran of training in the political and corporate worlds, Matt Blizek began organizing in student and local politics and was elected vice president of the University of Iowa Student Body. Since then he has done field and fundraising work for numerous campaigns including the DNC, MoveOn.org, Russ Feingold, and Jon Tester. Matt joined Democracy for America in 2007.

Kendra-Sue Derby

Over her career, Kendra-Sue Derby has fought for progressive causes and candidates. She focuses her work on administrative and field activities. Most recently she was Senior Consultant to the Jon Tester for Senate and Montana Democratic Party. She also worked at Alliance for Justice from 2001 through 2006 as the Director of Field Operations. She trained thousands of activists and campaign employees when she worked for The Ron Brown - Paul Tully Institute for Political Action and as an independent contractor. Kendra has worked on campaigns of all sizes, ranging from City Council to Presidential, including the 1992, 1996, 2000 and 2004 Democratic presidential campaigns. In 2004 she ran the Democratic Party of Oregon's coordinated campaign. Kendra currently resides in Denver.

Jay Parmley

Jay Parmley currently works for the Democratic National Committee having served as the Mississippi Democratic Party's Coordinated Campaign Director and the Interim Executive Director of the South Carolina Democratic Party. From 2001-2005, Parmley was the fulltime elected Chairman of the Oklahoma Democratic Party. He is a past president of the Young Democrats of America serving from 1999-2001. Parmley was appointed by DNC Chairman Governor Howard Dean as an At-Large member of the Democratic National Committee in 2005 and is a member of the DNC Budget and Finance Committee.

More presenters and training sessions to be announced soon...