



**DFA Training Academy Agenda  
Orlando, FL May 17<sup>th</sup> – 18<sup>th</sup>**

**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  
Running Issue Campaigns  
Polling and Research**

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## 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.

### **Bryan Hageny**

Bryan grew up in the fiercely contested swing state of Wisconsin, and is proud of its progressive tradition. While attending the University of Wisconsin he worked for Howard Dean, John Kerry, and Tammy Baldwin. Following graduation he served in a number of political and activist roles. To this end Bryan worked as an Assistant Director of a large canvassing office in Boston, then as an Organizer of Power Shift 2007 (the first ever student global warming conference at the University of Maryland), and most recently as a Community Organizer in Pennsylvania. Bryan was recently hired as DFA's Deputy Training Director.

### **Andrea Hildebran**

Principal of Progressive Persuasion Consulting, is a writer and activist with 17 years experience in legal, legislative and grassroots advocacy, non-profit management, as well as ballot measure and candidate campaigns. Most recently, she served as the Executive Director of the *Kentucky Fairness Alliance*, launching and serving within Kentucky's campaign against an anti-gay Constitutional amendment banning marriage and civil unions. Prior to moving to Kentucky, Andrea was a fundraiser for Houston's *No on City Prop 2* campaign, and for *Vermonters for Civil Unions*. She was the Public Education Director for *Gay & Lesbian Advocates & Defenders (GLAD)* in Boston, and the Producer of *One in Ten*, a commercial talk radio show for the LGBT community. She chaired both *OutSomerville*, a political action committee for LGBT people in Somerville, MA, and *Boston National Voices*, a multi-racial coalition formed to facilitate cross-community responses to hate incidents in the Boston area. Andrea lives in St. Petersburg, FL and works as a consultant with progressive non-profits and on issue campaigns.

### **Selene Hofer-Shall**

Selene joined the Dean for America Operations Team in 2003, helping to compile the largest FEC reports in Presidential Campaign History. Selene was one of the 12 original staffers of Democracy for America, working as the Operations Director and Assistant to the Finance Director. In 2006, she became Finance Director for Peter Welch in his successful race to become Vermont's At-Large Congressman, raising over 2.2 million and breaking all previous fundraising records for the district. Following the 2006 election, Selene worked in San Antonio, TX as the Finance Director for Ciro Rodriguez in the TX-23 Special Election, raising over \$600,000 in less than three weeks to successfully oust a 7-term Republican incumbent. Selene currently works as a freelance Finance consultant.

### **Helen Strain**

Helen Strain has been a field organizer for political campaigns for over 20 years. Her experience includes Regional Organizer for Florida House Victory 2000, managing 23 House Campaigns, Program Manager for The Clinton Group, where she managed hundreds of phone programs for Democratic candidates and initiatives from Canada to Argentina and most of the 50 states. She served as the Field Director for Janet Reno's Governor's race, for Dave Aronberg State Senate race (Dave was the only non-incumbent Democrat elected to the Florida Senate in 2002), for Representative Lois Frankel's WPB Mayor's race and Angela Alioto's Mayors race in San Francisco. She served as Vice-Chair of the Florida Democratic Party and as a member of the Democratic National Committee. She is currently the Field Director for the Florida Alliance of Planned Parenthood Affiliates.

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