

Ventura County Women's Political Council 2016 Candidate Training Workshop Series



Free / Open to the Public

If you are thinking about running for public office, whether you are a first time candidate or have previously run for office, these training sessions will provide you with tools, strategies and mentors to mount a successful campaign.

Part One: Am I Ready to Run?
Saturday / February 20, 2016 / 9 am - noon
Café on A, 438 So. A, Oxnard

Registrants will be sent a "**Personal Electability Factors**" worksheet in advance of the training. At the workshop, we will pair attendees with mentors to take a close look at common campaign obstacles identified in the worksheet and discuss how to overcome these barriers, clearing the way for a successful run for office.

At the end of the session, attendees will be provided worksheets including **Self-Assessment, Communication Skills** and **Deciding To Run** for review and continuing discussion with mentors in preparation for the next training session.

Part Two: What To Do Before You Announce
Saturday / April 2, 2016 / 9 am - noon
Café on A, 438 So. A, Oxnard

In this session, we'll discuss what needs to be in place before going public, covering staffing, budgets, filing and reporting requirements, priorities, social media and the host of other essentials that need to be addressed before the big announcement.

At the end of the session, participants will go home with additional worksheets which take an in-depth look at campaigning strategies, messaging, public appearances and more.

To register:
vcwpcouncil@gmail.com

VCWPC is a multi-partisan organization whose objective is to achieve equality for all women. We encourage, recruit, train and support diverse women candidates who support the goals of VCWPC and will bring women's perspectives to every issue, foremost including reproductive health; and social, educational, environmental and economic justice.

vcwpc.org
VCWPC ID #1338290



Political consultant **Robyn Ritter Simon** will be the keynote speaker and lead mentor for both dates. Robyn is a seasoned political advisor with twenty plus years experience in campaigning, fundraising, and non profit management. She is a fifteen year member of the National Women's Political Caucus and a past California NWPC Vice President of Communications. Robyn is a former Los Angeles City Planning Commissioner and a two time candidate for Los Angeles City Council. She recently served as Vice President of Development for LA's BEST, a nationally acclaimed after school enrichment program operated out of the Mayor's office in Los Angeles. In 2015 she launched her own political consulting firm, RRS Political Strategies, focused on candidate development, communications, and fundraising. In addition, she currently consults for the Getty House Foundation (Los Angeles Mayor's Residence) and produces the Foundation's Women's Leadership Series. Robyn holds a Master's Degree in Broadcast Communications from Pepperdine University and an undergraduate degree in Communications from San Francisco State University.

www.RobynRitterSimon.com @RitterSimon