



Are you thinking about running for Public Office?

How do you get started?

- ✓ How to avoid petition problems?
- ✓ How does your campaign organize volunteers?
- ✓ What about campaign funding?
- ✓ What forms of media will work best?
- ✓ Have you ever considered becoming a delegate to a national convention?

Learn the essentials of running a campaign for Public Office

- ✓ Learn practical Dos and Don'ts.
- ✓ Meet people who have run political campaigns
- ✓ Hear personal stories of running.
- ✓ Hear from professional consultants who have supported campaigns.
- ✓ Gain insights into successful strategies.



**Pre-Registration is encouraged
by Jan. 22nd
using credit card / paypal at
www.lwvlackawanna.org**

League of Women Voters of Lackawanna County
P.O. Box 43
Scranton, PA 18501

Sponsored by the League of Women Voters of
Lackawanna County



and the **Political Science Department** of



THE UNIVERSITY OF
SCRANTON
A JESUIT UNIVERSITY



CAMPAIGN SCHOOL

Planning to Run for Office?

**Learn how to run a successful
campaign for public office!**

**County, City, Borough, Township,
School Board, judgeship, or
statewide office**

**Saturday, January 26, 2019
8:00 a.m. to 1:30 p.m. (program
hard start at 8:20 a.m.)
The University of Scranton
Brennan Hall 5th Floor**

Snow date: February 2nd

Campaign School* 2019 sponsored by
League of Women Voters of Lackawanna County
Political Science Department of the The University of Scranton
WNEP TV 16 (Media sponsor)

8:00	Registration & Breakfast
8:20	Welcome Patti Fowler, President, League of Women Voters of Lackawanna County
8:30-9:00	Nuts and Bolts <i>How to comply with official rules for petitions and campaign filing for local and county office</i> Marion Medalis, Lackawanna County Director of Elections
9:00-9:40	Planning Your Campaign <i>to organize volunteers and connect with voters</i> Larissa Cleary-Valonis, 2018 Campaign Chair, Kyle Mullins for PA 112th
9:45-10:30	Ensuring Financial Resources <i>through initial financing and fundraising</i> Patrick Brier, Esq.
10:30-10:45	BREAK
10:45-11:45	Using Media Wisely <i>Use press, signage, mail, television and social media to your advantage.</i> Condron Media, a Lackawanna County based full-service advertising, public relations and digital media company
11:45-12:30	Becoming a Delegate to the Republican or Democratic National Convention <i>In the presidential election year. The process and timeline.</i> <ul style="list-style-type: none"> • T. Lynette Villano, Delegate to RNC 2016 • Todd J. O'Malley, Esquire, Delegate to the DNC 2012
12:30-1:30	Reflections and Insights , a panel discussion among candidates and office holders. <i>Reasons for entering public office and the campaign message voters hear</i> <ul style="list-style-type: none"> • Hon. Margaret A. Bisignani Moyle, Court of Common Pleas, Lackawanna County, elected to 10-year term in 2009 • Lou Jasikoff, Independent/Libertarian candidate 2016 & 2018, PA House 117th • Evie Rafalko McNulty, Lackawanna County Recorder of Deeds, elected to 6th 4-year term in 2017
1:30	Evaluation and Adjournment

CAMPAIGN SCHOOL
Pre-registration is encouraged by 1/22/2019 to ensure sufficient handouts

Saturday, January 26, 2019 8:20 a.m. to 1:30 p.m. (Doors open and breakfast 8:00 a.m.) Snow date
 February 2, 2019. The University of Scranton, Brennan Hall 5th Floor

Name _____ Phone – Day _____

Address _____ Evening _____

City _____ Zip Code _____ E-mail _____

To reserve your place, visit www.lwvlackawanna.org or complete this form and mail with your check (payable to LWVLC) to:
 LWVLC PO Box 43 Scranton PA 18501

- \$40 includes the Seminar, Handouts and Breakfast
- \$25 PA LWV members
- \$85 Join the League of Women Voters of Lackawanna County and take advantage of the member discount!
- \$15 – Student Discount rate

The League of Women Voters is a non-partisan, political organization that encourages participation in government. **LWV membership is open to all citizens (WOMEN & MEN) of voting age.** For additional information, check our website, www.lwvlackawanna.org or e-mail the League at info@lwvlackawanna.org. Educational programs are presented by the League of Women Voters Education Fund, a non-partisan 501(C)(3) organization. *Agenda and speakers may be subject to change. The League gratefully acknowledges **The University of Scranton** for donating the use of its facilities to promote good government and to WNEP TV 16 for promotional support.