



Texas Federation of Republican Women Candidate Development Program SUMMER 2021

TFRW is proud to introduce its next Candidate Development Program!

The purpose of this program is to:

- Empower women to run for elected office at all levels of government
- Build capacity among TFRW members to run for office
- Help women to gain confidence needed to run for office
- Reduce barriers to running for office

About the Program

- Eight 2-hour training sessions
- Price: \$49
- Maximum class size: 15 women
- Summer 2021 (June and July)
- Schedule: Thursday evening from 7:00 p.m. until 9:00 p.m.
- Completely web-based video conferencing via Zoom.us
- Guest speakers TBA
- Participants will be asked at times to read or prepare in advance for discussion
- Participants will have short, practical weekly assignments, goal-setting, and action planning
- Professionally facilitated meetings

Training Schedule

- Week 1: Introductions and Identifying Why You Want to Run for Public Office
- Week 2: Potential Barriers to Running for Office and How to Overcome Them
- Week 3: Message Development
- Week 4: Image Development
- Week 5: NO CLASS THIS WEEK
- Week 6: What is to be Expected When you are Elected: The Good, The Bad, and the Ugly
- Week 7: Managing Potential Conflict Within and Across Party Lines
- Week 8: Money, Money, Money: Financing Your Campaign
- Week 9: Candidate Social Media and Marketing

Applications are due Friday, April 16, 2021. Priority is given to those women who wish to run for office within the next two years. Please click [HERE](#) for the application and return completed application to leslifitz@sbcglobal.net.

Thanks!

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