



## Texas Federation of Republican Women Candidate Development Program SPRING 2022

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 a pool of trained TFRW members ready 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: \$50
- Maximum class size: 16 women
- Spring/Summer 2022 (June 2, 2022, through July 28, 2022)
- Schedule: Thursday evening from 7:00 p.m. until 9:00 p.m.
- All meetings utilize 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: Candidate Message Development
- Week 4: Candidate Image Development
- Week 5: What is to be expected when you are Elected: The Good, The Bad, and the Ugly
- NO CLASS THIS WEEK IN OBSERVANCE OF 4<sup>TH</sup> OF JULY HOLIDAY
- Week 6: Managing Potential Conflict Within and Across Party Lines
- Week 7: Money, Money, Money: Financing Your Campaign
- Week 8: Candidate Social Media and Marketing

Applications are due by Friday, April 15, 2022. 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 [trasa@trasarobertsoncobern.com](mailto:trasa@trasarobertsoncobern.com)

Thanks!

Trasa Robertson-Cobern