

TYPROS 918

LEAD

**Developing the Tulsa region's next
generation of civic leaders**

**PROGRAM
OVERVIEW**

Welcome to TYPROS 918 Lead!



BECOME A MEMBER

Join one of the largest and most active young professional organizations in the country. By becoming a TYPROS member, you'll join a cohort of like-motivated young professionals who are making Tulsa awesome. Get involved by joining a crew (or more) to execute initiatives and projects that connect people, develop leaders and build community in Tulsa.

How to Join:

Step 1: Complete our new member form — it's quick and easy.

Step 2: Attend a New Member Launch event.

Step 3: Start attending events and help us make Tulsa awesome!

Membership Benefits:

- Preference for TYPROS initiatives such as Get on Board and 918 Lead
- Early access and discounted tickets to events like All Access, Boomtown Awards, and more
- Access to member directory, featured volunteer opportunities and member-only events

Join Today:



Membership is free, impact is limitless.

Thank you to our 918 Lead Benefactor:



**CHARLES AND LYNN
SCHUSTERMAN
FAMILY FOUNDATION**

What is 918 Lead?

A key focus of TYPROS is to engage young Tulsans in making our community a better place, and one of the best opportunities we have to do that is by engaging them in the political process. Through 918 Vote, TYPROS helps register new, young voters and educate them about candidates, issues and upcoming elections.

But that's only half of our participatory democracy. The other way to influence policy is, of course, running for office.

That's where **918 Lead** comes into play.

918 Lead is a two-day bootcamp to prepare young Tulsans to run for public office. Whether they're considering a campaign or ready to file the paperwork tomorrow, 918 Lead is a crash course in everything that goes into running for a local, state or federal seat.

A program with purpose

Young professionals should be in the room when important decisions affecting our community are made. Through 918 Lead, TYPROS seeks to create a pipeline of informed and engaged young Tulsans who will go on to be leaders in our region and beyond.

918 Lead will educate and empower the next generation of Tulsa's civic leaders and help them decide if running for public office is right for them. The program will offer information about the roles and responsibilities of various levels of government, provide a firsthand look at the challenges and opportunities of serving in public office, and equip participants with the knowledge and skills to run a campaign.

Participants

918 Lead is for Tulsa County residents between the ages of 18 and 40 who are interested in learning about how to run for, and serve in, public office. The program actively seeks diverse young professionals from all parts of the region to participate.

Benefits and skills

- Participants will hear from current and former elected officials, campaign managers, and political insiders on the merits and challenges of running for and holding public office.
- Participants will expand their knowledge about the roles and responsibilities of various levels of government.
- Participants will expand their networks by connecting with other passionate, civic-minded young professionals and community leaders.

PROGRAM SCHEDULE

August 5, 2022 | 5:00 – 7:00 PM August 6, 2022 | 8:30 – 5:00 PM

**Vast Bank – Rendezvous Room
110 N Elgin Ave, Tulsa, OK 74120**

Day 1 Agenda

5:00 - Welcome/Sign In
5:15 - Introductions
5:30 - General Program Overview
5:40 - Word from Elected Officials
5:55 - Closing of Formalities
6:00 - Hang Out/Networking
7:00 - Adjourn

Day 2 Agenda

8:00 - Welcome/Sign In
8:30 - Breakfast
8:55 - Quick Program Overview
9:00 - So You Want to Run?
10:00 - Day in the Life
10:55 - Break
11:00 - Stories from the Campaign Trail
11:30 - Lunch
1:00 - Campaigns
2:55 - Break
3:00 - Campaign Work Session
4:00 - What's Next
4:30 - Debrief
4:55 - Wrap Up
5:00 - Adjourned

SESSION OVERVIEW

Section 1 – So You Want to Run for Office?

Objective: Participants will be able to identify personal reasons for running for office. Participants should come away with an understanding on what elected office aligns their desired impact and what the requirements of a successful campaign will be.

Running for office is a commendable way to give back to your community and have a tangible impact on people's lives. In this section we will do a deep dive into various levels of government and how they differ. We'll hear from political strategists and consultants who work with candidates running for office in Oklahoma about what kind of commitment we're really talking about.

*Questions to consider: **What problem are you trying to solve? What office would give you the ability to make that change?***

Section 2 – A Day in the Life of an Elected Official

Objective: Participants will learn more about public officials' day-to-day responsibilities and deepen their understanding of how service impacts elected officials' personal lives.

Here's your chance to hear from people at different levels of government who have spent time in elected office. You'll discuss the impact running a campaign and serving in office has had on their personal and professional lives, their families, and their passions. Hear stories and see the triumphs that made public service worthwhile as you consider your own public service journey.

*Questions to consider: **How would running for office change your life right now?***

Section 3 - Stories from the Campaign Trail

Objective: Participants will examine and develop best practices for campaigning in the Tulsa area.

Running a campaign isn't for the faint of heart. It takes long hours, dedication and thick skin. Most candidates make many great memories and friends on the trail, but every campaign has some cringeworthy stories and lessons learned. In this session, we'll hear from previous candidates about the highlights and challenges of their campaigns and solicit advice from their personal experiences on the campaign trail.

*Questions to consider: **What are the core values you want your campaign to possess?***

Section 4 - Building a Campaign Team

Objective: Participants will be able to identify the components of a successful campaign team including paid staff and volunteers.

Running for office is a team sport. It takes many skilled and dedicated volunteers and often some hired hands. In this session, we'll hear from campaign managers and consultants who have helped turn candidates into office-holders. You'll get an overview of the players needed on a campaign team, campaign strategies and best practices for volunteer recruitment and management.

*Questions to consider: **What qualities would you look for in hired staff or volunteers on your campaign?***

Section 5 – Campaign Work Session

Questions to consider: **What kind of a campaign do I want to run? What would be my slogan?**

Questions to consider: **Who are the voters I need to reach? How will I go about reaching them?**

Questions to consider: **Who do I want on my team? Who do I know that can help me get started? Who will I call first?**

Questions to consider: **What is my definition of success? What will I need to learn and do to be successful?**

Section 6 – Wrap-Up and What’s Next?

Objective: Participants will reflect on their 918 Lead experience and create a personal action plan for their role in public service moving forward.

In the final section, you’ll hear advice from a previous local elected leader about the best steps to prepare a run for office. We’ll reflect on the whole program individually and as a group, and each participant will create a personal action plan for the next steps in their civic journey. If you’re ready to run for office now, we’ll examine upcoming races and filing deadlines. If you need more time to decide, we can discuss opportunities to get you involved in other candidates’ campaigns. If you’ve learned that public office is definitely not for you, we’ll discuss other opportunities to stay engaged in Tulsa’s civic arena. No matter which path you choose, 918 Lead is here as a resource to help you plan your civic journey!

*Questions to consider: **What were the most important lessons you took away from 918Lead?***

*Questions to consider: **What do you need to do first to get started?***

Continuing Education Sessions: Dates To Be Announced:

CE Section 1 – Shaking Hands and Kissing Babies

Objective: Participants will learn strategies for messaging to voters and donors.

Running for office involves a lot of walking and talking – door-knocking, phone-banking and speaking at any function ready to hand over the mic are critical activities for candidates. In this session, we'll hear from political strategists and campaign consultants experienced in working with first-time candidates on their marketing and communications. We will provide an overview of skills for connecting with voters and best practices for pitching and marketing your platform.

*Questions to consider: **What do you want to learn most from this session?***

CE Section 2 - Fundraising and Ethics

Objective: Participants will be able to articulate campaign finance restrictions and regulations and explore best practices in fundraising.

Money matters a great deal in campaigns, which live and die by the funding they can raise. Today more than ever, money is involved in every election. Let's hear directly from the State Ethics Commission and veteran fundraisers. This session offers an overview of campaign finance laws and regulations and what it takes for candidates to raise enough money for a successful campaign.

*Questions to consider: **What do you want to learn most from this session?***

CE Section 3 – 918 Lead Cohort 1 and 2 Meet and Greet

Objective: Participants will be able to network with other 918 Lead participants to develop and strengthen relationships with others interested in civic service.

Notes



