



LWVCO Leadership Retreat 2017 *Winning Strategies to Knock it Out of the Park*

FRIDAY, JULY 21, 2017 *Convenes at 1pm, Dinner at 6pm and*
SATURDAY, JULY 22, 2017 *Reconvenes at 8:30am, Concludes at Noon*

Baymont Inn & Suites Lake Dillon at Frisco, Colorado

The LWVCO Leadership Retreat 2017 Registration Fee of \$50 per person

Covers all training materials, resources, and Friday dinner.

NEW FOR THIS YEAR: Lodging will not be included in the registration fee. Participants (or local Leagues) will be asked to reserve and pay for their own lodging at the location of their choice. Discounted hotel rooms will be available at the conference location, if you wish to stay at there (\$105 per room, double occupancy, breakfast included).

We welcome as many participants as your local League wishes to send and encourage attendance by leaders or members who have a leadership role related to the planned presentations.

The Game Plan



Meet the league leaders from LWV Boulder County and LWV Greeley-Weld to get tips on using **strategic planning** to prioritize and meet your goals.



Engage in **event planning** practice to make the most of your game plan.



Get advice on voter service including **writing neutral candidate questions**.



Discuss how to **meet the goals of long-standing and new members**.



Train and practice with Diana DeBrohun, Silver Surfers Digital Media on **FACEBOOK** topics: Understanding the difference between a Facebook personal profile and a Facebook Business Page, Settings for keeping Personal private and Page public, Managing Business Pages in FB(Page setup/organization details/page roles, Publishing tools: scheduling posts, tagging, Setting up events, Inviting friends to like Page, Liking other LWV pages), Outside FB: tools for curating and creating great content, Tips for listening and engaging, Measuring impact; Facebook Insights, Google analytics on website, Ensuring a consistent digital presence; website, FB, other social media.



Converse with LWVCO Board Members about issues related to **League policies and procedures**.



Receive a packet of winning ideas for **fundraising and development**.

More information will be available soon.