

Session 1 1:00 – 2:15 PM

Building the Party From the Grassroots: Lessons Learned and the Road Ahead
John Walsh, Chairman Massachusetts Democratic Party Student Union Ballroom

DemoTech: Community Tools, Websites and Blogs : A demonstration of how to use technology in building grassroots organizations. Discussion and feedback on the redesign of www.massdems.org
Charles SteelFisher, Architect of the Community Tool Campus Center Lower Level
Jason Cincotti, and Joe Samet, Webmaster Auditorium
Ailpes Software

Session 2 2:20 – 5:00 PM

(Delegates and guests who do not attend the entire workshop may enter at 3:45 PM and participate in the small group break out sessions)

Growing the Grassroots: Panel discussion followed by smaller breakout sessions which will outline the varying strategies essential to build urban, suburban, rural and republican district grassroots organizations.
Urban : Trellis Stepter and Pavel Payano Campus Center Lower Level
Suburban: Alana Murphy and Steve Fradkin Auditorium
Rural: Deb Kozikowski, Republican District: Elizabeth Kilcoyne and Thomas McGrath

Issues and Grassroots: Strategies to organize around current important issues such as equal marriage, alternative energy and CORI reform.
Rep. Michael Festa, Melrose, Lee Harrison, Campus Hotel
The Berkshire Brigades, Marc Solomont, MassEquality, 10th Floor
Sen. John Kerry Amherst Room

Communicating Democratic Values: Let's stop letting the opposition define *our* values! Hear some ways to better frame who we are.
Rep. David Linsky, Rep. Jay Kaufman and Doc Miller Campus Hotel
Sheila Rogers, Ed Rogers, Bill Murphy, Jane Murphy, 8th Floor
Dennis Barr and Ferkins Reed Rooms 804-808

Session 2 2:20 – 3:40 PM

Grassroots Building for New Americans: Learn the successful methods of registering and engaging voters in communities where English is a second language.
Rep. Marie St. Fleur, Boston and Gladys Rodriguez- Campus Center Concourse Level
Parker, Aide to Congressman James McGovern Reading Room

Election Reform: An overview of election reform and discussion of practical, effective changes in election laws (same day registration) and the Electoral College (popular vote)
Senator Ed Augustus, Worcester and Campus Center Lower Level
Rep. Charles Murphy, Burlington Rooms 174

Voter Registration: Learn tried and true "best practices" for recruiting new voters onto the Democratic rolls!
DSC members Joseph Kaplan and Catherine Bayliss, Campus Center Lower Level
Russell Ashton DSC Affirmative Action Outreach Rooms 162
Committee Co-Chair Workshop repeated at 3:45

Unions and Grassroots Organizing: Why are the labor movement and Democratic Party vital allies? Come find out!
Bob Bower, AFL-CIO, Ed Collins, IBEW and AFL-CIO, Campus Center Lower Level
Cathy Dwyer, DSC, MTA, and Tim Sullivan, AFL-CIO Rooms 163
Workshop repeated at 3:45

\$\$\$\$\$\$\$\$: Everything you need to know to raise funds locally for your grassroots organization. Key tips to successful fundraising strategies for your local democratic organization.
Liz Morningstar, Executive Director, Deval Campus Center Lower Level
Patrick Committee (2:20 workshop) and Rooms 168C
Kristin MacEchern, DSC fundraiser (3:45 workshop) Workshop repeated at 3:45

Communicating Your Message to the Grassroots: A panel discussion demonstrating a variety of ways to craft a message for local grassroots. Devise a successful message and use free media to get it delivered.
Libby DeVecchi, Press Secretary to the Deval Patrick Campaign and Charles Blanty, blogger and Campus Center Lower Level
founder BlueMass Group Rooms 165
Workshop repeated at 3:45

Revitalizing/Improving Your Grassroots Organization: Hear about successful efforts to recruit and retain grassroots activists. What things can you do in conjunction with your ward or Town Committee.
Kate Donaghue, DSC member and Field Services Co-Chair Campus Center Lower Level
and Sandy Bagley, DSC member Ward 15 Boston Room 101
Workshop repeated at 3:45

The following workshops will be repeated at 3:45 pm in the same location:

Voter Registration
Unions and Grassroots Organizing
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Communicating Your Message
Revitalizing/Improving Your Grassroots Organization

**Session 3
3:45 – 5:00 PM**

Running for Office: All politics is local! Thinking about running for town meeting member, selectman, State Rep or dog catcher? Come hear how from the people who know best.

Doug Rubin, Chief of Staff to Gov. Deval Patrick, Campus Center
Rep. Sarah Peake, Rep. Tom Conway, and DSC member Concourse Level
Member and Cohasset Selectman Fred Koed Reading Room

Increasing political access for people with disabilities:

Tom Barbera, DSC member, SEIU-509 Advocates Campus Center
Liaison, Affirmative Action Outreach Committee Co-Chair, Bridget Simmons, Secretary of State Election Lower level
Specialist; David Sandison, Self Advocate; Kevin Feeney, Rooms 174
Office on Disabilities Community Liaison; Cheryl Cummings,
Founder and Executive Director of Our Space Our Place.

Running for Delegate to the Democratic National Convention – An Outreach Effort:

Introduction to the Delegate Selection Plan and its statewide target goals for diversity groups. Overview of the Massachusetts Affirmative Action Outreach Plan for outreach to minority groups for election to the Democratic National Convention. Explanation of the DNC Congressional District Caucus procedure. Ideas for how to run for delegate with special focus on Youth, Disabled, Hispanic, African American, Gay/Lesbian/Bisexual and Transgendered candidates.

Mel Poindexter, DSC member and Chair of the Black Caucus and a diverse panel of experts Campus Center
Concourse Level
The Marketplace

**Drop-in Technology Workshop
Stop by anytime between 2:20 and 5:00 PM**

Computers, Databases, Websites, Blogs and You: This is your opportunity to ask any technical questions and learn new skills. Don't leave the Convention without getting an email address! Sign up for the Democratic Party Newsletter and more.

Charles SteelFisher, Architect of the Community Tool Campus Center
Jason Cincotti, and Joe Samet, Webmaster Concourse level
Ailpes Software Grad Lounge

**Meet the Democratic Candidates for
the 5th Congressional District**

**Come and chat with the candidates
in the Cape Cod Lounge located in the Student Union**

Niki Tsongas 2:20 – 3:35 PM
Rep. Jamie Eldridge 3:45 – 5:00 PM

**Massachusetts Democratic Party
State Convention 2007**

**GRASSROOTS
ACTION AGENDA
WORKSHOP SCHEDULE**

