



State-Wide Membership Meeting and Issues Workshop
Finding Messages that Resonate with our Rural Neighbors
May 20, 2017 - Idaho Springs, Colorado

Our Goal:

Create a strong message for to rural Coloradans

- Why have Democrats not been more successful in winning in rural Colorado?
- Has our weak performance been due to policies, values, candidates or messaging?
- Define the structure and essential elements of effective messages
- Draft and test messages

Set a tentative 2017 Meeting Agenda including special events in rural counties

Agenda:

9:00 – 9:30 am **Registration and Check-in**

9:30 – 10:00 am **Introductions and announcements**

10:00 – 11:30 am **Panel Discussion**

- *Why have rural Coloradans not responded to our message?*
- *What do our rural neighbors want to hear or see from Democrats?*
- *What would it take to get our rural neighbors to respond to our message?*

11:45 am – 12:15 pm Presentation: ***What are the elements of effective political messages?***

12:15 pm - Lunch

1:00 – 1:45 pm – **Presentation: “*Words that Express Our Values and Issues*”**

Morgan Carroll, Chair, Colorado Democratic Party

1:45 – 2:45 pm – **Work groups** focusing on effective messages in on specific rural values and issues

3:00 – 3:30 pm – **Work groups share results**

3:30 – 4:00 pm – **Set dates and locations for regional Rural Initiative meetings in 2017**

Location

Beau Jo’s Pizza - 1517 Miner Street – Idaho Springs, CO 80452