

*Are You Thinking About Running  
for Local Office?*

In the 2015 Municipal Election in the Lehigh Valley we will elect:

Lehigh County Commissioners at large  
Lehigh County Row Officers  
Northampton County Council Members  
City and Borough Council Members  
Mayor of Easton and Whitehall  
Township Commissioners and Supervisors  
School Directors  
Common Pleas and Magisterial District Judges

*How Do You Get Started?*

- ✓ What papers do you file?
- ✓ Where do you get lists of voters?
- ✓ How do you ask volunteers to help you?
- ✓ How do you raise campaign funds?
- ✓ How do you report those funds?
- ✓ What are the nuts and bolts of running a successful campaign?

*Learn the Essentials of Running  
a Campaign for Local Office*

- ✓ Learn the technical do's and don'ts.
- ✓ Meet people who have run and won political campaigns in Lehigh and Northampton counties and hear personal stories of running.
- ✓ Learn how to work with your volunteers, what to expect and what not to expect.
- ✓ Gain insights into successful strategies.

A variety of people with broad experience in running political campaigns will be participating in this workshop. They will provide the fundamentals and more about running for local office. If you are thinking about running, come and learn from them.

The workshop will be invaluable for potential **campaign managers** and **treasurers** as well as potential **candidates**. *Don't miss this event!*



## Running for Local Office

### Workshop 2015

Learn how to run  
a successful campaign  
for local office in 2015 ...

City  
County  
Borough  
Township  
School Board  
Judges

Saturday, February 21  
8:00 a.m. to 12:30 p.m  
Northampton Community  
College  
Gates Center, Alumni  
Hall Building  
3835 Green Pond Road  
Bethlehem



League of Women Voters  
P.O. Box 3275  
Allentown PA 18106

## Running for Local Office

Saturday, February 21, 2015  
8 a.m. to 12:30 p.m.

Gates Center, Alumni Hall Building  
Northampton Community College  
Green Pond Road, Bethlehem

Name: \_\_\_\_\_  
(please print or use mailing label)

Address: \_\_\_\_\_

\_\_\_\_\_ Zip Code \_\_\_\_\_

Telephone: Day \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Evening \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Cell \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

E-mail address \_\_\_\_\_

(Optional) I am particularly interested in the following  
local elected office in 2015:

County office \_\_\_\_\_

Mayor \_\_\_\_\_

City Council \_\_\_\_\_

Borough Council \_\_\_\_\_

Township Supervisor/Commissioner \_\_\_\_\_

School Director \_\_\_\_\_

Magisterial District Judge \_\_\_\_\_

Please complete this form and return it with payment  
of \$45 per person. Make your check out to LWV - LC  
and send it to:

LWV Workshop 2015  
League of Women Voters of Lehigh County  
P.O. Box 3275  
Allentown PA 18106

RESERVATIONS ARE DUE BY FEBRUARY 16, 2015

## League of Women Voters of Lehigh County and Northampton County "Running for Local Office" Workshop 2015 Saturday, February 21, 2015

8:00 a.m. Registration; Continental Breakfast

8:30 a.m. Welcome and Introduction of Speakers  
**Janet Little**,  
LWV Lehigh County

8:40 a.m. **"Prepare Yourself to be a Candidate"**  
**Ed Pawlowski**  
Mayor, City of Allentown

8:55 a.m. **"Working with the Press"**  
**Pete Leffler**, State Editor,  
*The Morning Call*

9:15 a.m. **"Working with Your Political Party"**  
**Bill Heydt**, Lehigh County  
Republican Committee  
**Lorraine Pasquali**, Northampton County  
Democratic Committee

9:35 a.m. Break; refreshments and informal  
discussions with presenters

10:35 a.m. **"The Paperwork"**  
**Tim Benyo**, Chief Clerk, Lehigh County  
Board of Elections

11:00 a.m. Questions on paperwork

11:15 a.m. **"Running a Successful Campaign"**

Topics will include:

Campaign Strategy and Timeline

Campaign Management and Planning

Campaign Tactics

Campaign Finance

Using a Campaign Website and Social Media

Working Effectively with Volunteers

Facilitator: **Ken Mohr**

Panelists:

**Penny Hahn**, Catasauqua School Director

**Mike Schlossberg**, former Allentown City  
Council member

**John A. Brown**, Northampton County Executive

**Michael Hudak**, Bethlehem Township Commissioner

All panelists have experience campaigning  
successfully in different types of local elections

### **Question and Answer Period**

12:30 p.m. Closing Remarks

**Beverly Hernandez**, President,  
LWV Northampton County

Where: Gates Center, Alumni Hall Building, North-  
ampton Community College.

Directions: Take the Rte. 191 exit from Rte. 22. At  
the end of the ramp, turn right onto Rte. 191 north.  
One-tenth of a mile from the exit ramp, turn RIGHT  
onto Brodhead Road (before the Brodhead Road traf-  
fic light). Follow Brodhead until you come to a stop  
sign, turn RIGHT onto Hecktown Road. **Turn left  
onto Green Pond Road. The entrance to the Gates  
Center will be on your left.**

[http://northampton.edu/about-ncc/maps-and-  
directions.htm](http://northampton.edu/about-ncc/maps-and-directions.htm)

Cost: \$45. All participants will receive a workbook  
packed with practical details on running political  
campaigns.

For further information:

610-432-1456 (LWV Lehigh County)

610-252-1339 (LWV Northampton County)

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