Progressive Technology Project   PowerBase Training Chicago   May 20-21, 2013

Start	End	Time	Track	Section
9:00 AM	9:20 AM	20	ALL	Opening and Introductions
9:20 AM	9:30 AM	10	ALL	Welcome: Training Overview, Logistics, and Group Agreements
9:30 AM	9:55 AM	25	ALL	Panel: How PowerBase Supports Our Long-term Organizing
9:55 AM	10:00 AM	5	ALL	Brief Overview of Tracks
10:00 AM	10:20 AM	20	ALL	Intro: Not Just a List of Phone Number Using PB Strategically
10:20 AM	10:40 AM	20	ALL	Getting a Handle on Your Data: Worksheet
10:40 AM	10:55 AM	15	ALL	BREAK
10:55 AM	11:20 AM	25	FUN	PowerBase - PB Architecture
			ADV	Customizing PB For Your Work
			FR	What types of fundraising are you doing? Sharing our experiences
11:20 AM	12:15 PM	65	FUN	Getting your base into PowerBase - Importing Contacts & Event Participants, Deduping
			FR	Overview of how PowerBase supports different fundraising functions. What are your measures to know that you're going in the right direction? What features in PowerBase support that.
			ADV	Getting your base into PowerBase - Importing Contacts & Event Participants, Deduping
12:15 PM	1:15 PM	60	ALL	LUNCH
1:15 PM	1:30 PM	15	ALL	Come back together: How is the day going? Expectations met? Outline of the remaining day
1:30 PM	2:00 PM	30	ALL	Collecting & Displaying Data: A Primer on Profiles
2:00 PM	2:30 PM	30	FUN	Developing Lists: Finding Contacts using Search: Smart organizers use smart groups: Using Groups and Activities
			ADV	Getting your base into PowerBase - Webforms vs Profiles
			FR	Setting up Contribution Pages
2:30 PM	3:15 PM	45	FUN	Sending Mass Email
			ADV	Communicating with Your Base: Email Templates & Mailing List Mgmt Strategies
			FR	Identifying who to ask: donors, organizations contacts and Promoting your event; sending email requesting funds
3:15 PM	3:30 PM	15	ALL	BREAK
3:30 PM	4:15 PM	45	FR	Setting up and managing Fundraising Events with online registration
			FUN	Setting up an Event
			ADV	Communicating with Your Base: going mobile
4:15 PM	5:00 PM	45	FUN	Turn People Out to Events: Events & Batch Update via Profile
			ADV	Enhancing PB with Outside Political Data
			FR	Personal Campaign Pages
5:00 PM	5:30 PM	30	FUN, ADV, FR	Peer Learning: Tackling Organizational Questions
5:30 PM	6:00 PM	30	ALL	Evaluation and closing for the day

Day 1

Start	End	Time	Track	Section
9:00 AM	9:15 AM	15	ALL	Welcome: Day 2 General opening, logistics
9:15 AM	9:25 AM	10	ALL	Review and reflections from the day before
9:25 AM	9:45 AM	20	ALL	Plenary: How can we create a learning environment in our own organizations? What are some of the barriers to doing this?
9:45 AM	10:00 AM	15	ALL	How do you know your organizing is working?
10:00 AM	10:30 AM	30	ALL	Organizing Your Base: Deciding Who to Call
10:30 AM	10:45 AM	15	ALL	BREAK
10:30 AM	11:30 AM	60	FUN	Reporting on our efforts
			ADV	Reporting & Searching
			FR	Tracking Foundation Fundraising
11:30 AM	12:30 PM	60	FUN	Communicating with PowerBase: integrating your movement building communications using social media
			ADV	Campaigns: Walklists
			FR	Setting up a phone bank for fundraising
12:30 PM	1:30 PM	60	ALL	LUNCH
1:30 PM	1:45 PM	15	ALL	Come back together: How is the day going? Expectations met? Outline of the remaining day
1:45 PM	2:30 PM	45	ALL	Building Organizational Trust in Your Data
2:30 PM	3:15 PM	45	FUN	Looking at the bigger picture: Looking at an action through PB
			FR	Configuring financial types/ contribution records
			ADV	Online Organizing with PowerBase
3:15 PM	3:30 PM	15	ALL	BREAK
3:30 PM	4:00 PM	30	FR	Following the money flow. Controls and reporting; making sure the money gets recorded and deposited
			FUN	Looking at the bigger picture: Looking at an action through PB - Cont
			ADV	How PB Infrastructure Works
4:00 PM	4:45 PM	45	FUN,ADV,FR	All Tracks: Open q&A, Peer-to-peer, coaching
4:45 PM	5:15 PM	30	ALL	All Tracks: How to Bring It Home: Creating a Culture of Effective Database Use in Your Organization
5:15 PM	5:30 PM	15	ALL	Written evaluations
5:30 PM	6:00 PM	30	ALL	Evaluation and Closing

Day 2