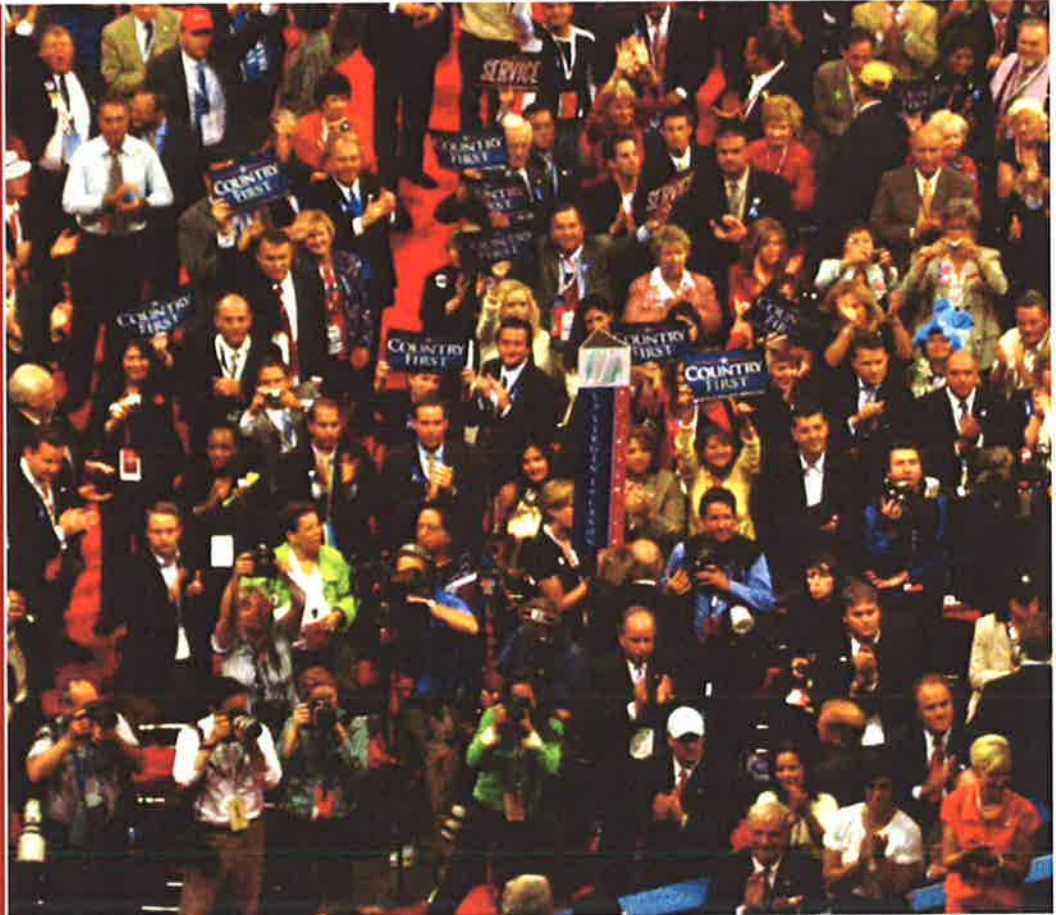


CAMPAIGN MANAGER

December 7 - 14, 2009

The Leadership Institute
1101 N. Highland Street
Arlington, VA 22201



CAMPAIGN MANAGER SCHOOL

Learn the fundamentals of campaign management

A campaign manager school should be more than lectures about raising more money and buying more TV advertising. Our Campaign Manager School will teach you how to win even if you are outspent. Regardless of your level of political experience, learn how to:

- **Develop your campaign strategy and message**
- **Write a comprehensive campaign plan**
- **Formulate a complete fundraising strategy**
- **Develop a structure for managing your staff and volunteers**
- **Write voter mail that gets you votes**

The Leadership Institute's Campaign Manager School is affordably priced! The registration fee of \$250 includes meals and course materials. To register visit www.leadershipinstitute.org. For questions or additional information please contact Jane Gordon at jgordon@limail.us or call (800) 827-LEAD.