



**THE LEADERSHIP INSTITUTE
Grassroots Campaign School
Saturday, May 30th, 2009 –
Scottsdale, AZ**

Saturday

10:00-10:15	Introduction & Overview
10:15-11:00	Campaign Structure and Organization
11:00-11:15	BREAK
11:15-12:15	Voter ID and Targeting
12:15-12:45	LUNCH – Guest Speaker – John McComish
12:45-1:30	Developing a Persuasive Message
1:30-2:15	Recruiting and Motivating Volunteers in the On-line World
2:15-2:30	BREAK
2:30-4:00	Online Networking and Campaigning (How-to blogs, facebook, Twitter, etc.)
4:00-4:45	Building Coalitions On-Line and Off-Line
4:45-5:15	GOTV-Get-Out-the-Vote
5:15-5:30	Q & A and ADJOURNMENT

The Leadership Institute is a 501(c)(3) non-profit, non-partisan organization. It does not endorse, support or oppose candidates or proposed legislation. Contributions to the Leadership Institute are tax-deductible. The Leadership Institute does not discriminate with respect to race, color, religion, national origin, sex, age, marital status or partisan affiliation. The Institute has an open admissions policy; all programs are open to the public. The opinions presented by guest faculty and speakers do not necessarily reflect the views of The Leadership Institute.