



THE LEADERSHIP INSTITUTE
Grassroots Campaign School
Wasilla, AK
February 24-25, 2010

Wednesday, February 24, 2010

- 4:30 - 5:00 Registration
- 5:00 - 5:30 Campaign Structure & Organization
- 5:30 - 6:15 Developing a Campaign Plan
- 6:15 - 6:30 Break
- 6:30 - 7:15 Developing a Persuasive Message
- 7:15 - 8:00 Strategic Opposition Research
- 8:00 - 9:00 Voter ID and Targeting
- 9:00 Adjournment

Thursday, February 25, 2010

- 4:30 - 5:00 Registration
- 5:00 - 5:45 e-Campaign/New Media
- 5:45 - 6:30 Voter Contact: Door to Door/Phones
- 6:30 - 6:45 Break
- 6:45 - 7:30 GOTV Get Out The Vote
- 7:30 - 8:15 Finance Plan and Budget
- 8:15 - 9:00 Personal Solicitation
- 9:00 Adjournment

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