



THE LEADERSHIP INSTITUTE
Grassroots Campaign School
Fairbanks, AK
February 27, 2010

8:30 - 9:00	Registration
9:00 - 9:30	Campaign Structure & Organization
9:30 - 10:15	Developing a Campaign Plan
10:15 - 10:30	Break
10:00 - 10:45	Developing a Persuasive Message
10:45 - 11:30	Strategic Opposition Research
11:30 - 12:15	Handling Negative Information
12:15 - 1:15	Lunch
1:15 - 2:00	Voter ID and Targeting
2:00 - 2:45	e-Campaign/New Media
2:45 - 3:00	Break
3:00 - 3:45	Voter Contact: Door to Door/Phones
3:45 - 4:30	GOTV Get Out The Vote
4:30 - 5:15	Finance Plan and Budget
5:15 - 6:00	Personal Solicitation
6:00	Q&A and wrap-up

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