



**The Leadership Institute**

*For conservatives who want to win*

**Campaign Manager School**

**February 8-12, 2010**

Arlington, Virginia 22201

**Monday, February 8, 2010**

<b>TIME</b>	<b>SESSION TOPIC</b>	<b>KEY DISCUSSION POINTS</b>	<b>PRESENTER</b>
8:30-9:00AM	<b>Registration and Breakfast</b>	<ul style="list-style-type: none"><li>• Receive course materials and get to know other students</li></ul>	
9:00-9:15AM	Welcome and Opening Remarks	<ul style="list-style-type: none"><li>• Leadership Institute 101</li><li>• Binder materials</li></ul>	
9:15-10:30AM	Campaign Research: Your First Step	<ul style="list-style-type: none"><li>• How to use opposition research</li><li>• Using research to build your message</li><li>• Tools and tips for finding information</li></ul>	
<b>10:30-10:45AM</b>	<b>BREAK</b>		
10:45-12:30PM	Writing Your Campaign Plan	<ul style="list-style-type: none"><li>• Why should you have a plan?</li><li>• What your plan involves and what it must include</li><li>• What you do before you have a plan</li></ul>	
<b>12:30-1:00PM</b>	<b>LUNCH</b>		
1:00-3:00PM	Developing Your Strategy: Defining Your Message	<ul style="list-style-type: none"><li>• How to counter your opponent's message</li><li>• Creating your message</li></ul>	
<b>3:00-3:15PM</b>	<b>BREAK &amp; PHOTOGRAPH</b>		
3:15-4:30PM	The ABCs of Polling	<ul style="list-style-type: none"><li>• Purpose of polling</li><li>• Polling strategy</li><li>• Working with the data</li></ul>	
<b>4:30-4:45PM</b>	<b>BREAK</b>		
4:45-6:00	Building Your Foundation: Campaign Structure and Organization	<ul style="list-style-type: none"><li>• Principles of campaign organization</li><li>• The players in campaign organization</li><li>• Your "kitchen cabinet"</li></ul>	
<b>6:00</b>	<b>ADJOURNMENT</b>		

**Tuesday, February 9, 2010**

<b>TIME</b>	<b>SESSION TOPIC</b>	<b>KEY DISCUSSION POINTS</b>	<b>PRESENTER</b>
<b>8:30-9:00AM</b>	<b>Breakfast and Sign In</b>	<ul style="list-style-type: none"> <li>• Opportunity to meet and to get to know your classmates</li> </ul>	
9:00-10:30AM	Staying on Budget Writing a Finance Plan	<ul style="list-style-type: none"> <li>• How to write a budget for your campaign</li> <li>• Where to splurge-- and where to save</li> <li>• How to avoid cash flow problems</li> </ul>	
<b>10:30-10:45</b>	<b>BREAK</b>		
10:45-12:15 PM	Building a Fundraising Machine: Recruiting a Finance Committee and Asking for Cash	<ul style="list-style-type: none"> <li>• Key principles of how to successfully ASK for donations</li> <li>• The importance of Personal Solicitation</li> </ul>	
<b>12:15-12:45PM</b>	<b>LUNCH</b>		
12:45-1:45	Maximizing Fundraising Event Potential	<ul style="list-style-type: none"> <li>• Finance Committee/ Candidate's Personal solicitation</li> <li>• Direct Mail; PACs and Special Events; Donor Programs</li> <li>• Timelines/Cash flow Projections</li> </ul>	
<b>1:45-2:00PM</b>	<b>BREAK</b>		
2:00-2:45	Easy Money: Silent Auctions	<ul style="list-style-type: none"> <li>• Maximize Revenue</li> <li>• Clever ideas for unique items</li> <li>• Problems to avoid</li> </ul>	
2:45-3:45	Funding Your Campaign With Direct Mail	<ul style="list-style-type: none"> <li>• What is right and what is wrong: direct mail fundraising</li> <li>• Anatomy of a fundraising letter</li> <li>• When to seek outside help to fund your cause</li> </ul>	
<b>3:45-4:00</b>	<b>Break</b>		
4:00-4:45	Handling the Candidate	<ul style="list-style-type: none"> <li>• What is advance?</li> <li>• Scheduling 101</li> <li>• Common Issues</li> </ul>	
4:45-5:45	Web 2.0 and Social Networking	<ul style="list-style-type: none"> <li>• What is Web 2.0?</li> <li>• Effectively using Soc Nets to communicate</li> </ul>	

**NOTES:**

**Wednesday, February 10, 2010**

<b>TIME</b>	<b>TOPIC</b>	<b>KEY DISCUSSION POINTS</b>	<b>PRESENTER</b>
8:30-9:00AM	Breakfast and Sign-In	<ul style="list-style-type: none"> <li>• Opportunity to meet and to get to know your classmates</li> </ul>	
9:00-10:15	Building Coalitions	<ul style="list-style-type: none"> <li>• How to create a coalition</li> <li>• How do you work with present coalitions</li> <li>• How do you best utilize coalitions?</li> </ul>	
<b>10:15-10:30</b>	<b>BREAK</b>		
10:30-12:00	Building a Grassroots Machine: The Key to Recruiting, Motivating and Keeping Volunteers	<ul style="list-style-type: none"> <li>• How to recruit volunteers</li> <li>• Volunteer dos and don'ts.</li> </ul>	
12:00-12:30	<b>LUNCH</b>		
<b>12:30-2:30</b>	Voter Registration and Absentee & Early Voting Plans	<ul style="list-style-type: none"> <li>• Establishing a voter registration plan and goals</li> <li>• ID tactics</li> <li>• Running an absentee voting program</li> </ul>	
2:30-2:45	<b>Break</b>		
2:45-3:45	Voter Contact with Phones	<ul style="list-style-type: none"> <li>• Why phones are essential</li> <li>• Setting up a phone bank</li> <li>• Sample scripts</li> </ul>	
<b>3:45-4:00</b>	<b>BREAK</b>		
4:00-4:45	Door to Door	<ul style="list-style-type: none"> <li>• Purposes of Door-to-door</li> <li>• Developing your plan</li> <li>• Running a walk</li> </ul>	
4:45-5:30	<b>DINNER</b>		
5:30-6:45	Campaign Strategy Meets Targeting: Determining Vote Goals	<ul style="list-style-type: none"> <li>• How to calculate vote goals</li> <li>• Implementing strategy in conjunction with vote goals</li> </ul>	
<b>6:45</b>	<b>Adjournment</b>		

**NOTES:**

Thursday, February 11, 2010

TIME	TOPIC	KEY DISCUSSION POINTS	PRESENTER
8:00-9:00AM	<b>Breakfast and Sign-In</b>	<ul style="list-style-type: none"> <li>• Opportunity to meet and to get to know your classmates</li> </ul>	
9:00-10:00AM	Tools of the Trade: Latest Campaign Technologies	<ul style="list-style-type: none"> <li>• Data manipulation</li> <li>• Various vendors</li> <li>• Other emerging technologies</li> </ul>	
<b>10:00-10:15AM</b>	<b>BREAK</b>		
10:15-11:30	Free Lunch: Tips and Techniques for Handling Earned Media	<ul style="list-style-type: none"> <li>• Media Relations</li> <li>• Examples of Earned Media</li> <li>• How to Earn Earned Media</li> </ul>	
11:30-12:45	Compelling Voter Mail	<ul style="list-style-type: none"> <li>• Implementing a mail program</li> <li>• Targeting voter mail</li> <li>• Mechanics of production</li> </ul>	
<b>12:45-1:15PM</b>	<b>LUNCH</b>		
1:15-3:15PM	Cutting Through the Clutter: New Rules of Paid Media	<ul style="list-style-type: none"> <li>• Fundamentals of effective paid media.</li> <li>• Five rules for creating effective ads</li> <li>• Examples of good ads</li> </ul>	
<b>3:15-3:30PM</b>	<b>BREAK</b>		
3:30-4:45PM	Hiring and Firing Consultants: Mistakes of Winning and Losing Candidates	<ul style="list-style-type: none"> <li>• Evaluating consultants- how are they the right fit?</li> <li>• Working with a consultant</li> </ul>	
<b>4:45-5:00</b>	<b>BREAK</b>		
<b>5:00-6:15</b>	GOTV: Planning Your Ground Game	<ul style="list-style-type: none"> <li>• What is GOTV?</li> <li>• Effective GOTV Programs</li> <li>• Election Day Activities</li> </ul>	
<b>6:15</b>	Adjournment		

NOTES:

Friday, February 12, 2010

TIME	TOPIC	KEY DISCUSSION POINTS	PRESENTER
8:00-9:00AM	<b>Breakfast and Sing-In</b>	<ul style="list-style-type: none"> <li>• Opportunity to meet and to get to know your classmates</li> </ul>	
9:00-10:15	What you Don't Know About Campaign Finance Law Will Hurt You	<ul style="list-style-type: none"> <li>• Campaign Finance-related steps to create campaign</li> <li>• Limits and rules, reporting and record keeping</li> <li>• What to do if a complain it filed</li> </ul>	
10:15-10:30	<b>Break</b>		
10:30-11:45	Ballot Integrity: Keep Your Opponent From Stealing the Election	<ul style="list-style-type: none"> <li>• What is election fraud?</li> <li>• Poll Watching- what to watch for</li> </ul>	
11:45-12:15	<b>Lunch</b>		
12:15-1:15	Handling Negative Information I	<ul style="list-style-type: none"> <li>• How to properly respond to negative information</li> <li>• Protecting your candidate's image</li> </ul>	
1:15-1:30	<b>Lunch</b>		
1:30-2:15	Handling Negative Information II	<ul style="list-style-type: none"> <li>• Continuation of Handling Negative Information I</li> </ul>	
<b>2:15-3:15</b>	<b>Wrap up and Adjournment</b>		