



The Leadership Institute

For conservatives who want to win

Future Candidate School

Arlington, Virginia 22201

August 2-5, 2010

Monday, August 2, 2010

TIME	SESSION TOPIC	KEY DISCUSSION POINTS	PRESENTER
8:30-9:00AM	Registration and Breakfast	<ul style="list-style-type: none"> Receive course materials and get to know other students 	
9:00-9:30AM	Welcome and Opening Remarks	<ul style="list-style-type: none"> Leadership Institute 101 Binder materials 	Tyler Foote Political Training Coordinator The Leadership Institute
9:30-10:30AM	Seeing Yourself As Others See You	<ul style="list-style-type: none"> Characteristics of a great communicator How to make a great impression in the first 14 seconds of meeting someone- visual, vocal, and verbal 	TBA
10:30-10:45AM	BREAK		
10:45-12:30PM	Are You Ready to Run?	<ul style="list-style-type: none"> Candidate qualities: Do you have what it takes? Costs of running and the responsibilities of a candidate What you need to know before running 	TBA
12:30-1:00PM	LUNCH		
1:00-2:00PM	Potential Problems in Your Past and Present	<ul style="list-style-type: none"> Surviving scandal in today's political environment How hypocrisy doubles your pain Getting out in front of your potential problems 	TBA
2:00-2:15PM	BREAK & PHOTOGRAPH		
2:15-3:15PM	Attributes of Effective Candidates	<ul style="list-style-type: none"> What YOU need to know before running Personal finances and fundraising Things smart candidates need to do 	TBA
3:15-3:30PM	BREAK		
3:30-4:30PM	Behind Closed Doors: How Liberals Work	<ul style="list-style-type: none"> Learn the secrets of liberals Prepare for attacks from the left 	TBA
4:30-4:45PM	BREAK		
4:45-5:45PM	Making and Keeping the Right Contacts	<ul style="list-style-type: none"> What is Networking and why is it important? How to develop, maintain, and utilize strong contacts Tips to successful Networking 	Christopher Malagisi Director, Political Training The Leadership Institute
5:45-6:30PM	Networking Dinner		

Tuesday, August 3, 2010

TIME	SESSION TOPIC	KEY DISCUSSION POINTS	PRESENTER
8:30-9:00AM	Breakfast and Sign In	<ul style="list-style-type: none"> • Opportunity to meet and to get to know your classmates 	
9:00-10:00AM	Volunteers: Building Your Organization	<ul style="list-style-type: none"> • Purpose of coalitions and how build them • Ways to use coalitions to benefit your campaign 	TBA
10:00-10:45AM	Winning with Petitions: Identifying Supporters	<ul style="list-style-type: none"> • How create a petition people will sign • Using petitions to build a membership list • Ways to utilize your petition 	TBA
10:45-11:00AM	BREAK		
11:00-12:00PM	To Join or Not to Join: The Pros and Cons of Joining Existing Organizations	<ul style="list-style-type: none"> • Case study- the positives and negatives when joining an existing organization • Questions to ask before becoming a member 	Karen Cross Political Director NRLC
12:00-12:30PM	LUNCH		
12:30-1:30PM	Ask Not What Your Party Can do For You	<ul style="list-style-type: none"> • When to use your local party • The role of the local party early in the race • Identifying the key people/groups in local community 	TBA
1:30-1:45PM	BREAK		
1:45-3:45PM	Writing Your Campaign Plan	<ul style="list-style-type: none"> • Why developing a plan is key to any race • Steps to take before a plan is in place • Drafting Retreat- what MUST be in a successful plan 	TBA
3:45-4:00PM	BREAK		
4:00-5:15PM	Case Study: How I Started My Organization	<ul style="list-style-type: none"> • Examples you can use to start your campaign/organization • Lessons learned 	TBA
5:15-6:00PM	DINNER		
6:00PM	Adjournment		
6:00-9:30PM	Advanced New Media Workshop		

Wednesday, August 4, 2010

TIME	TOPIC	KEY DISCUSSION POINTS	PRESENTER
8:30-9:00AM	Breakfast and Sign-In	<ul style="list-style-type: none"> • Opportunity to meet and to get to know your classmates 	
9:00-11:00AM	Building a Fundraising Machine: Personal Solicitation and Asking for Cash	<ul style="list-style-type: none"> • Why personal solicitation is key for a campaign • Creating a system to identify specific types of donors • How to answer key questions and making the ask 	Marci LeBlanc Director, Planned Giving The Leadership Institute
11:00-11:15AM	BREAK		
11:15-12:30PM	Maximizing Fundraising Potential with Events	<ul style="list-style-type: none"> • Importance of creating event committees • Who to invite- the ideal guests for a fundraiser • Things to avoid and ways to make an event stand out 	Todd Meredith Co-Owner Morgan, Meredith & Associates
12:30-1:00PM	LUNCH		
1:00-2:00PM	Funding Your Cause with Direct Mail	<ul style="list-style-type: none"> • The do's and don'ts of Direct Mail Fundraising • Anatomy of a fundraising letter • When to seek outside help to fund your cause 	Scott Faircloth Vice President The Richard Norman Company
2:00-2:15PM	BREAK		
2:15-4:00PM	Effective Online Activism	<ul style="list-style-type: none"> • Five questions you need to answer to succeed online • Four things your campaign or organization should be doing online 	TBA
4:00-4:15PM	BREAK		
4:15-5:15PM	Make Sure It's Legal: Starting Your Own Organization	<ul style="list-style-type: none"> • Financial steps necessary to create a campaign • The rules of campaign donations • Tips for keeping accurate records 	Jason Torchinsky Partner Holtzman Vogel PLLC
5:15PM	Adjournment		

Thursday, August 5, 2010

TIME	TOPIC	KEY DISCUSSION POINTS	PRESENTER
8:00-9:00AM	Breakfast and Sign-In	<ul style="list-style-type: none"> • Opportunity to meet and to get to know your classmates 	
9:00-11:00AM	Developing Your Strategy: Fine Tuning Your Message	<ul style="list-style-type: none"> • Necessary assumptions when developing strategy • Using Leesburg Grid for you, and your opponent • Strategic questions to consider 	Steven Sutton Vice President, Development The Leadership Institute
11:00-11:15AM	BREAK		
11:15-12:30PM	Understanding the Polls- What the Public is Saying	<ul style="list-style-type: none"> • Types of campaign polls • The four basic steps in the survey process • Reviewing Polls- 13 questions to ask 	TBA
12:30-1:00PM	LUNCH		
1:00-2:45PM	The Best Defense is a Good Offense: Winning the Battle in Print	<ul style="list-style-type: none"> • Ways to reach out to voters • How to track what's written on your race • Fighting back against the media and your opponent 	Dan Gainor BMI/CMI Vice President Media Research Center
2:45-3:00PM	BREAK		
3:00-4:00PM	Selling Your Message in Public Discourse: Public Speaking	<ul style="list-style-type: none"> • The 3 goals when speaking in public • Importance of frontloading a speech • How to provide an effective thesis 	TBA
4:00-4:15PM	BREAK		
4:15-5:30PM	Debate: Tips and Techniques	<ul style="list-style-type: none"> • Five key steps for debate preparation • Ten essential steps for debate presentation • History and lessons of US Presidential Debates 	Christopher Malagisi Director, Political Training The Leadership Institute
5:30-6:00PM	DINNER		
6:00-7:30PM	My Success Story	<ul style="list-style-type: none"> • Examples you can use for your own campaign/organization • Lessons learned 	TBA
7:30PM	SCHOOL ADJOURNMENT		