



**THE LEADERSHIP INSTITUTE**  
**Grassroots Campaign School**  
Cartersville, GA  
March 13<sup>th</sup>, 2010

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**Saturday**

9:00-9:15	Introduction & Overview
9:15-10:00	Building Coalitions
10:00-11:00	Earned Media
11:00-11:15	BREAK
11:15-12:15	Recruiting and Motivating Volunteers and Precinct Organization
12:15-1:15	LUNCH
1:15-2:00	Voter Contact – Door to Door
2:00-2:15	BREAK
2:15-3:15	Fundraising – Direct Mail
3:15-4:00	Grassroots Lobbying
4:00-4:15	BREAK
4:15-5:00	GOTV – Get Out the Vote
5:00-5:30	Q & A and Adjournment

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