The Leadership Institute’s 2019 Campaign Academy
The Leadership Institute’s Campaign Academy is a perfect fit for you!
A Campaign Academy Designed to Meet Your All of Your Needs

The Leadership Institute’s Campaign Academy offers a variety of ways to learn how to win.

**Interactive Group Exercises**
Groups exercises help to facilitate learning, facilitate networking and most importantly prevent death by PowerPoint!

**Classroom Instruction**
Over 40 hours of instruction taught by nationally recognized campaign professionals with decades of experience.

**Personalized Consultation**
Faculty are available for program attendees during and after the Campaign Academy to provide direction.
Our Formats Make Learning Fun and Easy

<p>| | |</p>
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>We provide the following:</td>
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<tr>
<td>❑ Professional Speakers</td>
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<td>❑ Relevant Content</td>
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<tr>
<td>❑ Lunch and Breakfast</td>
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<tr>
<td>❑ Convenient Location</td>
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<td>❑ Economical Cost</td>
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Leadership Institute Programs Make Learning Fun!

- Exercises
- Lectures
- Handouts
- Presentations
- Webinars
Experienced Staff Make Planning Easy

Our profession team annually executes over 100+ training programs.

They have dozens of years of experience in:

- Activism
- Issue and Electoral Campaigns
- Program Management
- Communications
- Fundraising
We Teach You How to Win!

<table>
<thead>
<tr>
<th>Elections</th>
<th>Communications</th>
<th>Activism</th>
<th>Fundraising</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campaign Strategy</td>
<td>Message Development</td>
<td>Grassroots Organizing</td>
<td>High-Dollar Fundraising</td>
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<tr>
<td>Voter Contact</td>
<td>Digital Strategy</td>
<td>Volunteer Recruitment</td>
<td>Finance Committees</td>
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<tr>
<td>Candidate Development</td>
<td>On Camera Training</td>
<td>Coalition Building</td>
<td>Fundraising Events</td>
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<tr>
<td>GOTV Get-Out-The-Vote</td>
<td>Public Speaking</td>
<td>Earned and Paid Media</td>
<td>Event Fundraising</td>
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## Sample Leadership Institute Programs

<table>
<thead>
<tr>
<th>Campaign Management Academy</th>
<th>Communications Academy</th>
<th>Grassroots Lobbying Workshop</th>
<th>Fundraising Workshop</th>
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<tbody>
<tr>
<td>40 Hours</td>
<td>24 Hours</td>
<td>6 Hours</td>
<td>3 Hours</td>
</tr>
<tr>
<td>- Candidate Development</td>
<td>- PR &amp; Earned Media</td>
<td>- Grassroots Organizing</td>
<td>- Finance Plan and Budget</td>
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<tr>
<td>- Campaign Strategy</td>
<td>- Message Development</td>
<td>- Coalition Building</td>
<td>- Finance Committees</td>
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<td>- Voter Contact</td>
<td>- Media Training</td>
<td>- Issue Advocacy</td>
<td>- Fundraising Events</td>
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<tr>
<td>- GOTV</td>
<td>- Crisis Communications</td>
<td>- Volunteer Recruitment</td>
<td>- High Dollar Fundraising</td>
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Leadership Institute
Leadership Institute’s Formula for Success

- **Generous Donors**: Belief in the Leadership Institute’s Mission
- **Expert Volunteer Faculty**: Believe in Training the Next Generation of Leaders
- **Ambitious Students**: Believe in Defending Conservative Principles
Leadership Institute has 300+ Volunteer Faculty

Experience Matters

- Local and State Elected officials
- Senior State and Federal government employees
- Political Party Leaders
- Advocacy organization directors
- Industry consultants and professional staffers
Barry Aarons-Campaign Academy Faculty Member

- Former Government Affairs Director at a top Fortune 50 company
- 38 years of experience in Issue Advocacy and Campaign Strategy
- Instructor at Arizona State University
- Small Business Owner
- 15 years volunteering for the Leadership Institute
- Leadership Institute Donor
LI Graduates are Making a Difference

Robert Weichelt
Candidate
San Diego City Council

Jee Manghani
City Councilman
RFS School Board

Tony Kvaric
Chairman
San Diego County GOP

Bill Baber
City Councilman
La Mesa

Summer Stephan
District Attorney
San Diego

Joe Green
City Councilman
Vista
“Politics is complex and most of us don’t have time to learn every lesson by trial and error.”

Morton Blackwell