

TIME	TRAINING LECTURE	KEY LECTURE POINTS	FACULTY / SPEAKER
8:30-9:00am	<i>Registration and Breakfast</i>		
9:00-9:05am	Welcome and Opening Remarks	<ul style="list-style-type: none"> • Leadership Institute 101 • Binder materials 	Training Coordinator Leadership Institute
9:05-10:15am	Campaign Research: Your First Step	<ul style="list-style-type: none"> • How to use opposition research • Using research to build your message • Tools and tips for finding information 	
10:15-10:30am	<i>Break</i>		
10:30-12:30	Developing Your Message	<ul style="list-style-type: none"> • Develop a strategy • Creating your message 	
12:30-1:15pm	<i>Lunch</i>		
1:15-1:45pm	<i>Campaign Messaging Exercise</i>		
1:45-3:00pm	Cutting Through the Clutter: New Rules of Paid Media	<ul style="list-style-type: none"> • Fundamentals of effective paid media • Five rules for creating effective ads 	
3:00pm-6:00pm	Handling Negative Information	<ul style="list-style-type: none"> • How to properly respond to negative information • Protecting your candidate's image 	
6:00pm	<i>Dinner</i>		

TIME	TRAINING LECTURE	KEY LECTURE POINTS	FACULTY / SPEAKER
8:30-9:00am	<i>Breakfast</i>		
9:00-10:15am	Writing Your Campaign Plan	<ul style="list-style-type: none"> • Why should you have a plan? • What your plan involves and what it must include • What you do before you have a plan 	
10:15-10:30am	<i>Break</i>		
10:30am-11:45am	Campaign Strategy Meets Targeting: Determining Vote Goals	<ul style="list-style-type: none"> • How to calculate vote goals • Implementing strategy in conjunction with vote goals 	
11:45am-12:45pm	Voter Contact with Phones	<ul style="list-style-type: none"> • Why phones are essential • Setting up a phone bank • Sample scripts 	
12:45-1:30pm	<i>Lunch</i>		
1:30-2:45pm	Campaign Structure and Organization	<ul style="list-style-type: none"> • Principles of campaign organization • The players in campaign organization • Your “kitchen cabinet” 	
2:45-4:00pm	Building Coalitions and a Grassroots Machine	<ul style="list-style-type: none"> • How to create a coalition • How to work with present coalitions • How coalitions are best utilized • Recruiting and motivating volunteers 	
4:00-4:15pm	<i>Break</i>		
4:15-5:30pm	Voter Registration, Absentee, and Early Voting Plans	<ul style="list-style-type: none"> • Establishing a voter registration plan and goals • ID tactics • Running an absentee voting program 	
5:30pm	<i>Dinner</i>		

TIME	TRAINING LECTURE	KEY LECTURE POINTS	FACULTY / SPEAKER
7:30-9:30am	<i>Wednesday Wake-Up Club Breakfast</i>		
9:30-10:30am	Door-to-Door and Getting Out the Vote	<ul style="list-style-type: none"> • Purposes of door-to-door • Developing your plan • Effective GOTV Programs • Election Day Activities 	
10:30-11:30am	Voter Gravity and Using Data to Leverage Voters	<ul style="list-style-type: none"> • How to collect data • Strategies for using data to message and leverage voters 	
11:30-11:45am	<i>Break</i>		
11:45-12:45pm	<i>Lunch</i>		
12:45-2:00pm	Compelling Voter Mail	<ul style="list-style-type: none"> • Implementing a mail program • Targeting voter mail • Mechanics of production 	
2:00-3:15pm	Tools of the Trade: Latest Campaign Technologies	<ul style="list-style-type: none"> • Data manipulation • Vendors and emerging technologies 	
3:15-3:30pm	<i>Break</i>		
3:30-4:45pm	The ABC's of Polling	<ul style="list-style-type: none"> • Purpose of polling • Polling strategy • Working with the data 	
4:45-6:00pm	Earned Media	<ul style="list-style-type: none"> • Media Relations • How to Earn Earned Media 	
6:00pm	<i>Dinner</i>		

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8:30-9:00am	<i>Breakfast</i>		
9:00-9:30am	Homework Presentations		
9:30-10:30am	Writing a Finance Plan	<ul style="list-style-type: none"> • How to write a budget for your campaign • Where to splurge and where to save • How to avoid cash flow problems 	
10:30-12:00pm	Building a Fundraising Machine: Recruiting a Finance Committee and Asking for Cash	<ul style="list-style-type: none"> • Key principles of how to successfully ask for cash • The importance of personal solicitation 	
12:00-12:45pm	<i>Lunch</i>		
12:45-1:45pm	Fundraising Events	<ul style="list-style-type: none"> • Importance of creating event committees • Who to invite – the ideal guests for a fundraiser • What to avoid and ways to make an event stand out 	
1:45-2:45pm	Fundraising Your Campaign: Direct Mail	<ul style="list-style-type: none"> • What is right and what is wrong: direct mail fundraising • Anatomy of a fundraising letter • When to seek outside help to fund your cause 	
2:45-3:00pm	<i>Break</i>		
3:00-4:00pm	Understanding Campaign Finance	<ul style="list-style-type: none"> • Campaign Finance related steps to create campaign • Limits and rules, reporting, and record keeping • What to do when a complaint is filed 	
4:00-5:00pm	Hiring and Firing Consultants	<ul style="list-style-type: none"> • Evaluating consultants • Working with a consultant 	
5:00pm	<i>Dinner</i>		