

TIME	SESSION TOPIC	KEY DISCUSSION POINTS	PRESENTER
9:00 - 9:45 AM	Opening Session	<ul style="list-style-type: none"> • Program schedule • Introduction to participants and faculty 	Leadership Institute Staff
9:45 - 10:45 AM	Running for Office	<ul style="list-style-type: none"> • What determines the winner of a political contest? • What makes for a strong candidate? 	Volunteer Faculty
10:45-11:00 AM	BREAK		
11:00 - 11:45 AM	Campaign Strategy	<ul style="list-style-type: none"> • Working through strategic concerns • Developing a strategic plan 	TBA
11:45 - 12:30 PM	Strategic Research	<ul style="list-style-type: none"> • Researching yourself and the opposition • Researching the electorate 	TBA
12:30 - 1:15 PM	LUNCH		
1:15 - 2:00 PM	Setting Vote Goals and Selecting Voter Contact Tools	<ul style="list-style-type: none"> • Vote goals • Choosing the right methods to reach voters 	TBA
2:00 - 2:45PM	Building a strong campaign organization	<ul style="list-style-type: none"> • Roles in a campaign • Building volunteer leadership • Consultants and staffing 	TBA
2:45 - 3:00 PM	BREAK		
3:00 - 4:30 PM	Before We Get Started: What donors and stakeholders look for?	<ul style="list-style-type: none"> • Donor expectations • Stakeholder expectations • Media expectations 	TBA
4:00 – 4:30 PM	QUESTIONS and ADJOURNMENT		



TIME	SESSION TOPIC		PRESENTER
9:00 – 9:30 AM	The Imperatives of Leadership	Qualities people look for in a leader or communicator Leadership foundations of communication	
9:30 – 10:15 AM	Intuition, Reasoning and Moral Foundations	Understanding how voters judge and choose The different roles of intuition and reasoning	
10:15-10:30 AM	BREAK		
10:30 – 11:15 AM	Developing a Communications Strategy	Themes, narratives, issues, contrasts, and disqualify Types of communications strategies for different campaigns	
11:15 – 12:00 PM	Building Communications	Developing the components of campaign communications What goes into mail, online presence, video and more?	
12:00 – 12:45 PM	LUNCH		
12:45 – 1:30 PM	Earned Media Strategy	Establishing media credibility Drawing positive coverage	
1:30 – 2:15PM	Debates	Proven techniques for in person and broadcast media debates with your opponent	
2:15 – 2:30PM	BREAK		
2:30 - 3:15 PM	The Blogosphere, Social and Alternative Media	Understanding the relationship between digital and traditional media, plus techniques for gaining positive coverage	
3:15 – 4:00 PM	Interview Techniques, Speaking in Soundbites	Best practices for appearing on television and radio Specific tactics for television and radio, live and taped	
4:00 – 5:00 PM	Workshop		
5:00 PM	ADJOURNMENT		



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Session 3 – Voter Contact

Sample Agenda - Topics subject to change & Times will shift to reflect actual start and stop times

TIME	SESSION TOPIC		PRESENTER
9:00 – 9:45 AM	Building Party Support	Working with party leadership and party faithful	
9:45 – 10:30 AM	BACON Method	Recruiting and activating volunteers by nurturing relationships	
10:30 – 10:45 AM	BREAK		
10:45 – 11:30 AM	Voter Contact Overview	Add more info on door knocking (body Language) and the math for doors and phones	
11:30 – 12:15 PM	Absentee and Early Voting	How and why to collect the votes as quickly and thoroughly as possible	
12:15 – 1:00 PM	LUNCH		
1:00 – 1:45 PM	Emerging GOTV	Beyond doors and phones	
1:45 – 2:30 PM	Paid Media	Setting budgets and expectations for the different platforms	
2:30 – 2:45 PM	BREAK		
2:45 – 3:30 PM	Holding a Public Event	From kickoff to victory parties, staging, décor, and lighting matters	
3:30 – 4:15 PM	Social Media	Messages that work and planning the calendar	
4:15 – 5:00 PM	Election Day Programs	Voter turnout programs and key functions for Election Day activity	
5:00 PM	Close		



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Session 4 – Fundraising

Sample Agenda - Topics subject to change

TIME	SESSION TOPIC		PRESENTER
9:00 – 9:45 AM	Hiring and Firing Consultants and Fundraisers	Understanding who works for whom Consultant and vendor tactics	
9:45 – 10:30 AM	Fundraising Fundamentals	Campaign budgeting Fundraising tools	
10:30-10:45 AM	BREAK		
10:45 – 11:30 AM	Fundraising Events	Types of fundraising events Keys to raising net dollars	
11:30 AM - Noon	Donor Research	Understanding what to know about a donor What to learn and where to find it	
Noon – 1:00 PM	LUNCH		
1:00 PM – 2:00 PM	Personal Solicitation Fundraising	Relationship-based fundraising Four factors that determine the success of a pitch	
2:00 – 2:45PM	Sustained Giving Programs	Fundamentals of sustained giving Prospecting Maximizing renewals	
2:45 – 3:00 PM	BREAK		
3:00 - 3:45 PM	PAC Fundraising	Roles of PACs in different types of campaigns Independent expenditures and SuperPACs	
3:45 – 5:00 PM	Direct Mail Fundraising	Direct mail fundraising as a system House file, prospecting Elements to a successful appeal	
5:00 PM	ADJOURNMENT		