

TIME	SESSION TOPIC	KEY DISCUSSION POINTS	PRESENTER
8:30-9:00 AM	Registration & Optional Breakfast		
9:00-9:15 AM	Welcome	<ul style="list-style-type: none"> Welcome Introductions Agenda Overview 	Leadership Institute Staff
9:15-10:00 AM	Real Nature of Politics	<ul style="list-style-type: none"> Lessons from History Philosophy vs. Technology Organizing and Communicating 	Leadership Institute Staff
10:00-10:10 AM	Break		
10:10-11:00 AM	Ready to Run?	<ul style="list-style-type: none"> Building Your Narrative Keys to a Winning Plan Questions to Ask Before Announcing 	Volunteer Faculty
11:00-11:45 AM	Developing a Campaign Plan	<ul style="list-style-type: none"> Elements of Campaign Plan Organization and Structure Programs and Budget 	Leadership Institute Staff
11:45-12:30 PM	Building a Communications Plan	<ul style="list-style-type: none"> Leesburg Grid Themes and Narratives Transitions 	Volunteer Faculty
12:30-1:15 PM	Lunch - short presentation by our lunch or location sponsor		
1:15-2:00 PM	PR & Earned Media	<ul style="list-style-type: none"> Drawing Positive Coverage Establishing Credibility Writing a Press Release 	Volunteer Faculty
2:00-2:45 PM	Finance Plan	<ul style="list-style-type: none"> Fundraising Tools Setting Metrics & Benchmarks Principles 	Leadership Institute Staff
2:45-3:30 PM	Personal Solicitation	<ul style="list-style-type: none"> Building Lists Science of Persuasion Making the Ask 	Volunteer Faculty
3:30-3:45 PM	END OF LEADERSHIP INSTITUTE TRAINING		
3:30-4:30 PM	Local Presentations	Time for local and statewide organizations to showcase the services and resources they provide.	
4:30PM	Q and A and ADJOURN		

TIME	SESSION TOPIC	KEY DISCUSSION POINTS	PRESENTER
8:30-9:00 AM	Registration & Optional Breakfast		
9:00-9:15 AM	Welcome	<ul style="list-style-type: none"> Welcome Introductions Agenda Overview 	Leadership Institute Staff
9:15-10:00 AM	Campaign Strategy	<ul style="list-style-type: none"> Working through Strengths and Weaknesses 9 Classic Points Developing the Plan 	Leadership Institute Staff
10:00-10:10 AM	Break		
10:10-10:55 AM	Strategic Research	<ul style="list-style-type: none"> Yourself and Your Opponent Understanding Your District Know Your Voters 	Volunteer Faculty
10:55-11:45 AM	Message Development	<ul style="list-style-type: none"> Leesburg Grid Themes and Narratives Transitions 	Volunteer Faculty
11:45-12:45 PM	Mind the Gap	<ul style="list-style-type: none"> How People Think and Choose Moral Foundations Using Intuitive Language 	Leadership Institute Staff
12:45-1:30 PM	Lunch		
1:30-2:10 PM	Volunteer Recruitment and Management	<ul style="list-style-type: none"> Build Lists Activate Contacts Recognition and Gratitude 	Leadership Institute Staff
2:10-2:45 PM	Vote Goals and Targeting	<ul style="list-style-type: none"> Understanding Voter Blocks Segmenting Voters Database Management 	Volunteer Faculty
2:45-3:30 PM	Voter Contact Plans	<ul style="list-style-type: none"> Methods List Selecting and Targeting Early Vote Programs 	Volunteer Faculty
3:30-3:45 PM	END OF LEADERSHIP INSTITUTE TRAINING		
3:45-4:30 PM	Local Presentations	Time for local and statewide organizations to showcase the services and resources they provide.	
4:30PM	Q and A and ADJOURN		