



**Leadership
Institute**

Texas Campaign Workshop - Amarillo
5701 Time Square Blvd, Amarillo, TX 79119
July 31, 2021

TIME	SESSION TOPIC	KEY DISCUSSION POINTS	PRESENTER
8:30-9:00 AM	Registration		
9:00-9:05 AM	Welcome by Host	<ul style="list-style-type: none"> Welcome Program Overview 	
9:05-9:30 AM	Introduction to LI	<ul style="list-style-type: none"> Introductions Agenda Overview 	Charlie O'Neill, Leadership Institute
9:30-10:15 AM	Campaign Strategy	<ul style="list-style-type: none"> Strengths & Weaknesses Nine Winning Strategies 	Chris Godbey
10:15-10:45 AM	Vote Goals	<ul style="list-style-type: none"> Finding Your Number Understanding Voter Blocks 	Charlie O'Neill, Leadership Institute
10:45-11:00 AM	Break		
11:00-11:30 AM	Mind the Gap	<ul style="list-style-type: none"> Intuition vs Reasons Communicating Intuitively 	Charlie O'Neill, Leadership Institute
11:30-12:00 PM	Message Development	<ul style="list-style-type: none"> Leesburg Grid Sticky Messages 	Chris Godbey
12:00-12:30 PM	Break		
12:30-1:00 PM	Working Lunch / PR & Earned Media	<ul style="list-style-type: none"> Communications Products Communications Planning 	Charlie O'Neill, Leadership Institute
1:00-1:45 PM	Fundraising & Finance Plan	<ul style="list-style-type: none"> Donor Pyramid Fundraising Tools 	Chris Godbey
1:45-2:00 PM	Break		
2:00-2:45 PM	Small Events Fundraising	<ul style="list-style-type: none"> Logistics Collecting Contributions 	Chris Godbey
2:45-3:15 PM	Voter Contact	<ul style="list-style-type: none"> Overview of Voter Contact Options Tips for Phones and Doors 	Charlie O'Neill, Leadership Institute
3:15-3:30 PM	Questions & Conclusion of the Leadership Institute Training		
3:30-4:00 PM	Texas-Specific Information		Local Experts
4:00 PM	Close		