



Leadership Institute

Campaign Management School
August 10th - 13th

Tuesday, August 10 th	TRAINING LECTURE	KEY POINTS	FACULTY
8:30 – 9:00	<i>Registration & Breakfast</i>		
9:00 – 9:15	<i>Welcome to the Leadership Institute</i>		
9:15 – 10:00	Real Nature of Politics	<ul style="list-style-type: none">• How the political game is really played• The biggest myths of politics• What it takes to win	
10:00 – 11:00	Phases of a Campaign	<ul style="list-style-type: none">• Phases of the decision process• Winning the invisible contest	
11:00 – 11:15	<i>Break</i>		
11:15 – 12:00	Campaign Planning	<ul style="list-style-type: none">• Defining campaign goals• Determining pathways to victory• Selecting campaign strategies• SWOT analysis	
12:00 – 12:45	Panel	Panelists:	Moderators:
12:45 – 1:45	<i>Lunch</i>		
1:45 – 2:30	Design a Winning Campaign Organization	<ul style="list-style-type: none">• Understanding campaign roles and functions• Defining roles in management, fundraising, political, and business side of a campaign	



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2:30 – 3:15	Vulnerability Assessment	<ul style="list-style-type: none">Understanding and developing candidate vulnerabilities	
3:15 – 4:00	Panel	Panelists:	Moderators:
4:00 – 4:15		<i>Break</i>	
4:15 – 5:00	Handling Negative Information		
5:00 – 6:00	<i>Dinner & Adjournment</i>		



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Wednesday, August 11 th	TRAINING LECTURE	KEY POINTS	FACULTY
9:00 – 9:15	<i>Welcome and Introductions</i>		
9:15 – 10:00	Communications Strategy	<ul style="list-style-type: none">• Understanding the four strategic communications imperatives of a campaign and how to achieve them	
10:00 – 10:45	Developing Campaign Messages	<ul style="list-style-type: none">• Using the Leesburg Grid to create campaign message	
10:45 – 11:30	Panel	Panelists:	Moderator:
11:30 – 11:45	<i>Break</i>		
11:45 – 12:45	Building Coalitions	<ul style="list-style-type: none">• How to develop valuable coalitions partners for your campaign• Coalition building exercise	
12:45 – 1:45	<i>Lunch</i>		
1:45 – 2:45	Media & Events	<ul style="list-style-type: none">• Conducting campaign-sponsored events• Drawing media to campaign-sponsored events	
2:45 – 3:30	Working with the New Media	<ul style="list-style-type: none">• Top strategic communications imperatives• Earned media, press releases, and advisories• Tips for working with journalists, reporters, columnists, etc.	



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3:30 – 3:45		<i>Break</i>	
3:45 – 4:30	Presentation & Interview Techniques	<ul style="list-style-type: none">• Tips and tricks for interviewing• How to communicate campaign message	
4:30 – 5:00	Panel	Panelists:	
5:00 – 6:00	<i>Dinner & Adjournment</i>		



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Thursday, August 12 th	TRAINING LECTURE	KEY POINTS	FACULTY
9:00 – 9:15	<i>Welcome and Introductions</i>		
9:15 – 10:00	Voter Contact Strategy & Data	<ul style="list-style-type: none">• Developing your plan for voter contact• Voter registration plan and goal• Voter Registration• Identification tactics• Using online voter file system	
10:00 – 10:45	Determining a Vote Goal & Voter Contact Universe	<ul style="list-style-type: none">• Calculating votes needed to guarantee victory• Determining which voters the campaign must reach	
10:45 – 11:30	Panel	Panelists:	Moderator:
11:30 – 11:45	<i>Break</i>		
11:45 – 12:45	Voter Mail	<ul style="list-style-type: none">• Uses of voter contact mail• Techniques for creating an in-house mail operation• Applying direct mail principles to voter mail	
12:45 – 1:45	<i>Lunch</i>		



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1:45 – 2:45	Voter Contact Through Phones	<ul style="list-style-type: none">Integrating texting into your voter contact plan	
2:45 – 3:30		<i>Break</i>	
3:30 – 4:30	Door-to-Door	<ul style="list-style-type: none">Effective door-to-door techniquesWeekend and Election Day activities	
4:30 – 5:00	Panel	Panelists:	Moderator:
5:00 – 7:00	<i>Happy Hour & Networking at The Renegade</i>		



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Friday, August 13 th	TRAINING LECTURE	KEY POINTS	FACULTY
9:00 – 9:15	<i>Welcome and Introductions</i>		
9:15 – 10:15	Finance Plan & Budget	<ul style="list-style-type: none">• Finance plans and calendar• Campaign finance-related steps to create a campaign• Limits and rules, reporting, and record-keeping	
10:15 – 11:00	Personal Solicitation	<ul style="list-style-type: none">• How to secure large donations• Maintaining relationships with major donors	
11:00 – 11:45	Panel	Panelists:	
11:45 – 12:45	<i>Lunch</i>		
12:45 – 1:45	Fundraising Events	<ul style="list-style-type: none">• Understanding the different types of fundraising events• The event feasibility checklist• Event planning and follow up	
1:45 – 2:45	Leverage Your Network	<ul style="list-style-type: none">• How to leverage your network• Maintaining relationships with donors• Create a donor database	
2:45 – 3:00	<i>Break</i>		



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3:30 – 4:30	Campaign Case Study		
4:30	<i>Adjournment</i>		