



CAMPAIGN ACADEMY AGENDA

Friday, January 21, 2022

	Opening Session
9:00 am to 9:45 am	<ul style="list-style-type: none">▪ Program schedule▪ Introductions to participants and faculty
9:45 am to 10:30 am	Running for Office
	<ul style="list-style-type: none">▪ What determines the winner of a political contest?▪ What makes a strong candidate?
10:30 am to 10:45 am	Break
10:45 am to 11:30 am	Campaign Strategy
	<ul style="list-style-type: none">▪ Working through strategic concerns▪ Developing a winning plan
11:30 am to 12:15 pm	Strategic Research
	<ul style="list-style-type: none">▪ Researching yourself and your opposition▪ Researching your district
12:15 pm to 1:00 pm	Lunch
1:00 pm to 1:45 pm	Setting Vote Goals
	<ul style="list-style-type: none">▪ Understanding like races▪ Determining your winning number
1:45 pm to 2:30 pm	Building a Strong Campaign Organization
	<ul style="list-style-type: none">▪ Roles, responsibilities, and expectations
	☐ Building a grassroots army
2:30 pm to 2:45 pm	Break
2:45 pm to 3:30 pm	Hiring and Firing Consultants
	<ul style="list-style-type: none">▪ Types of consultants▪ Expectations and pay
3:30 pm to 4:15 pm	What Do Donors and Stakeholders Look For?
	<ul style="list-style-type: none">▪ Authenticity and experience▪ Making the right connections
4:15 pm to 4:30 pm	Questions and Adjournment



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Saturday, January 22, 2022

9:00 am to 9:45 am

Mind the Gap

- Understanding how voters judge and choose
- The different roles of intuition and reasoning

9:45 am to 10:30 am

Developing and Communications Strategy

- Themes, Narratives, Issues, and Disqualifiers
- Communications strategies for different campaigns

10:30 am to 10:45 am

Break

10:45 am to 11:30 am

Message Development

- Leesburg grid
- Developing contrasts and themes

11:30 am to 12:15 pm

Public Relations and Earned Media

- Establishing media credibility
- Drawing positive coverage

12:15 pm to 1:00 pm

Lunch

1:00 pm to 1:45 pm

Public Speaking

- Digital media vs. traditional media
- Best practices

1:45 pm to 2:30 pm

The Like Switch

- Understanding perception vs. reality
- Keys to becoming more relatable

2:30 pm to 2:45 pm

Break

2:45 pm to 3:30 pm

Voter Contact Plans: An Overview

- Elements of a successful voter contact plan
- Voter contact plans

3:30 pm to 4:15 pm

Voter Contact: Door to Door Programs

- Why door to door works
- Setting up a door to door canvas

4:15 pm to 4:30 pm

Questions and Adjournment



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Sunday, January 23, 2022

9:00 am to 9:45 am	Voter Contact: Early and Absentee Voting <ul style="list-style-type: none">▪ Understanding what convenience voting is▪ Putting together an absentee program
9:45 am to 10:30 am	Voter Contact: Precinct Operations <ul style="list-style-type: none">▪ Winning at the door▪ In-person etiquette
10:30 am to 10:45 am	Break
10:45 am to 11:30 am	Voter Contact: Mail and Phones <ul style="list-style-type: none">▪ Types and purposes of voter contact mail▪ Setting up a modern phone bank operation
11:30 am to 12:15 pm	Voter Contact: Growing Your Organization <ul style="list-style-type: none">▪ Best practices for success▪ Using issues to mobilize
12:15 pm to 1:00 pm	Lunch
1:00 pm to 1:45 pm	Personal Solicitation Fundraising <ul style="list-style-type: none">▪ Relationship-based fundraising▪ The art of the ask
1:45 pm to 2:30 pm	Campaign Budgeting <ul style="list-style-type: none">▪ Developing a budget▪ Budgeting benefits and principles
2:30 pm to 2:45 pm	Break
2:45 pm to 3:30 pm	Finance Plan <ul style="list-style-type: none">▪ Fundraising tools▪ Qualities of a good fundraiser
3:30 pm to 4:15 pm	Finance Committees <ul style="list-style-type: none">▪ 12 tenets of fundraising▪ Developing a list
4:15 pm to 4:30 pm	Questions and Adjournment