



Leadership Institute

CANDIDATE DEVELOPMENT WORKSHOP AGENDA

April 15, 2023

8:30 am to 9:00 am	Registration & Continental Breakfast
9:00 am to 9:15 am	Introduction to LI <ul style="list-style-type: none">▪ Introductions▪ Agenda Overview
9:15 am to 10:00 am	Are You Ready to Run? <ul style="list-style-type: none">▪ Building Your Narrative▪ Keys to a Winning Plan▪ Questions to Ask Before Announcing
10:00 am to 10:45 am	Developing a Campaign Plan <ul style="list-style-type: none">▪ Elements of a Campaign Plan▪ Organization and Structure▪ Programs and Budget
10:45 am to 11:00 am	Break
11:00 am to 11:45 am	Fundraising <ul style="list-style-type: none">▪ Fundraising Plan▪ Anatomy of the Ask
11:45 am to 12:30 pm	Voter Contact <ul style="list-style-type: none">▪ Effective Tactics▪ Script Writing
12:30 pm to 1:00 pm	Lunch
1:00 pm to 1:45 pm	Message Development <ul style="list-style-type: none">▪ Leesburg Grid▪ Storytelling
1:45 pm to 2:30 pm	Impacting School Boards <ul style="list-style-type: none">▪ How Policy is Created▪ Grassroots Lobbying
2:30 pm to 2:45 pm	Break
2:45 pm to 4:15 pm	Impacting School Boards <ul style="list-style-type: none">▪ Meeting with Policy Makers▪ Volunteering on Campaigns▪ Running Campaigns
4:15 pm to 4:30 pm	Q&A and Adjournment