



Bringing Leadership Institute Training to Your Country

2017 Training Partnership Guide

A world map in shades of blue, showing continents and major countries. The map is centered on the Atlantic Ocean, with North and South America on the left and Europe, Africa, and Asia on the right. The text is overlaid on this map.

International Training

LI's International Division works with partner organizations around the world to provide high quality training events for conservatives that take place outside of the United States.

From large conferences to intensive workshops

Working with local partners, Leadership Institute conducts training at events of all sizes.

Trainings can be held as stand-alone events, or integrated as part of an existing conference agenda.



Focused media training for 12 young French conservatives



Presidential campaign briefing for 227 German conservatives at a conference in Berlin



Mark Campbell

Political Director for U.S. Presidential candidates Ted Cruz and Rudy Giuliani.

World Class Faculty

Leadership Institute's faculty members are experts in their respective field, bringing their local, national and international expertise to conservatives through our programs and conferences with our partners.



Types of Programs

- **Workshops.** Three hour programs on specialized topics can be held as stand alone events or integrated into existing conferences.
- **Full day programs.** Comprehensive programs covering several topics with multiple presenters can range from one day to multiple days.



Political consultant Bill Faulk presents on campaign strategy to 224 Canadian conservatives in Alberta.

Topics

LI works with the partner organization to plan the program's agenda, including topics, format and faculty.

- Communications.
- Activism.
- Organization.
- Fundraising.
- Campaigns.

Topics for workshops and full day programs

Leadership Institute will work with you to develop the ideal agenda for your organization. Here are some of the topics our programs can cover. *(Partial listing)*

- **Leadership.** The Real Nature of Politics and Elections, Building a Political Enterprise, The Conservative Organizational Entrepreneur, The Imperatives of Leadership.
- **Communications.** Mind the Gap, Crisis Communications, Debates, Developing Communications Strategies, Digital Communications and Social Media, Effective Television and Radio Techniques, Candidate and Leadership Development, Media Placement, Public Speaking, Speaking in Soundbites, Storytelling.
- **Finance and Fundraising.** Financial and Fundraising Planning for Organizations and Campaigns, Capital Campaigns, Direct Mail, Foundation Fundraising and Grantwriting, Sustained Giving Programs, Fundraising Primer, Donor Research.
- **Candidates and Campaigns.** Are you Ready to Run?, Strategic Campaign Planning, Campaign Structure and Organization, Door to Door Campaigning, Public Events, Strategic Research, Voter Contact Mail, Phone Programs, Voter ID and Targeting, Voter Turnout, Election Day Operations.
- **Political Movements and Parties.** Developing the Party Campaign, Governance in Political Parties and Movements, Political Candidates and Party Dynamics, Winning Internal Elections, Voter Registration Drives.

Testimonials



"The Leadership Institute's International School of Fundraising was both engaging and informative. I walked away from the training with a better understanding of the purpose of fundraising."

– Caroline Craddock, Harvard University, The King's College



"I had a great experience at the fundraising school. It covered every aspect of how to effectively raise the capital that every nonprofit needs."

– Lance Barnett, Rubio for Senate, Liberty University

Costs

- There is no fee for Leadership Institute International Training.
- The local partner organization is responsible for reimbursing direct costs of air, accommodations and incidental expenses for the program faculty.
- Local partner is responsible for providing the facility and generating participation in the program.





For more information contact Ron Nehring at RNeiring@LeadershipInstitute.org

2016 International School of Fundraising held in partnership with the Spanish group CitizenGO.