

TIME	TRAINING LECTURE	KEY LECTURE POINTS	FACULTY / SPEAKER
6:00-6:30pm	<i>Registration and Dinner</i>		
6:30-6:45pm	Welcome and Opening Remarks	<ul style="list-style-type: none"> • Leadership Institute 101 • Binder materials 	Training Coordinator Leadership Institute
6:45-9:30pm	<ol style="list-style-type: none"> 1. Writing Copy for Voter Mail 2. Effective Layout and Design 3. How to Strategically Target Your Mail and Acquire Lists 4. Mail Production 5. Integration 6. Exercise 	<ul style="list-style-type: none"> • How to write copy that actually gets read • Tips to writing strong, persuasive content • How to put all the pieces together to create impactful mail • Tips for acquiring the right list for you • Targeting those that matter most to your cause • Steps in the production process • How to get the most for your money • How to fully integrate your voter contact program for maximum impact (telemarketing, digital) • Writing/laying out draft voter mail/schedule 	