

TIME	TRAINING LECTURE	KEY LECTURE POINTS	FACULTY / SPEAKER
<i>Defining Yourself to the Public</i>			
8:00-8:45am	<i>Registration and Breakfast</i>		
8:45-9:00am	Welcome and Opening Remarks	<ul style="list-style-type: none"> • Leadership Institute 101 • The purpose and goal of this training • Your materials 	
9:00-10:30am	Are You Ready to Run?	<ul style="list-style-type: none"> • Potential problems in your past and present • What you need to know before running • Costs of running and the responsibilities of a candidate 	
10:30-10:45am	<i>Break</i>		
10:45-1:00pm	The Real Nature of Politics	<ul style="list-style-type: none"> • How the political game is really played • The biggest myth in politics • What it takes to win 	
1:00-1:30pm	<i>Lunch</i>		
1:30-3:00pm	Seeing Yourself As Others See You	<ul style="list-style-type: none"> • Characteristics of a great communicator • How to make a great impression in the first 14 seconds of meeting someone- visual, vocal, and verbal 	
3:00-3:15pm	<i>Break</i>		
3:15-4:15pm	Building Your Online Presence	<ul style="list-style-type: none"> • Developing your brand online • Building your email list and community • Working with online activists and bloggers 	

4:15-5:30pm	Developing Your Message	<ul style="list-style-type: none"> • Creating your message using the Leesburg Grid • Using your message to defeat your opponent • Staying on message during a crisis 	
5:30-6:00pm	<i>Dinner</i>		

TIME	TRAINING LECTURE	KEY LECTURE POINTS	FACULTY / SPEAKER
<i>Joining Coalitions and Building Organizations</i>			
8:30-9:00am	<i>Breakfast</i>		
9:00-10:00am	Developing and Keeping the Right Contacts	<ul style="list-style-type: none"> • What is networking and why is it important? • How to maintain and utilize strong contacts • Tips to successful networking 	
10:00-10:15am	<i>Break</i>		
10:15-11:30am	To Join or Not to Join: The Pros and Cons of Joining Existing Organizations	<ul style="list-style-type: none"> • Case study- the positives and negatives when joining an existing organization • Questions to ask before becoming a member 	
11:30-11:45am	<i>Break</i>		
11:45-12:45pm	Working With Your Local Party	<ul style="list-style-type: none"> • When to use your local party • The role of the local party early in the race • Identifying key people/groups in your community 	
12:45-1:15pm	<i>Lunch</i>		
1:15-2:30pm	Starting Your Own Organization	<ul style="list-style-type: none"> • Recruiting and working with volunteers • Purpose of coalitions and how to build them • Ways to use coalitions to benefit your campaign 	
2:30-2:45pm	<i>Break</i>		
2:45-3:45pm	Making Sure It's Legal	<ul style="list-style-type: none"> • When to use your local party 	

		<ul style="list-style-type: none"> • The role of the local party early in the race • Identifying key people/groups in your community 	
3:45-4:00pm	<i>Break</i>		
4:00-5:30pm	Conservative Organizational Entrepreneur	<ul style="list-style-type: none"> • Why personal solicitation is key for a campaign • Understanding your own preferred communication style • Adapting to donor communication preferences 	
5:30pm	<i>Dinner</i>		

TIME	TRAINING LECTURE	KEY LECTURE POINTS	FACULTY / SPEAKER
<i>Fundraising</i>			
8:30am-9:30am	<i>Breakfast</i>		
9:30-11:30am	Developing Your Message II: Persuasion	<ul style="list-style-type: none"> • Bridging the gap • Contrast and defeat your opponent • Implement your winning strategy 	
11:30-11:45pm	<i>Break</i>		
11:45-1:00pm	Building a Fundraising Machine	<ul style="list-style-type: none"> • How to answer key questions and make the ask • Setting up your finance committee 	
1:00-1:30pm	<i>Lunch</i>		
1:30-3:00pm	Fundraising Through Events	<ul style="list-style-type: none"> • Developing your list • Translating your data to get votes • How to organize your data 	
3:00-3:15pm	<i>Break</i>		

3:15-4:45pm	The Art of Personal Solicitation	<ul style="list-style-type: none"> • Characteristics of a great communicator • How to make a great impression in the first 14 seconds of meeting someone- visual, vocal, and verbal 	
6:00pm-9:30pm	<i>Dinner</i>		

TIME	TRAINING LECTURE	KEY LECTURE POINTS	FACULTY / SPEAKER
<i>Recruiting Your Staff</i>			
8:30-9:00am	<i>Breakfast</i>		
9:00-10:15am	Hiring and Firing Your Campaign Staff	<ul style="list-style-type: none"> • Types of Consultants • Staff Expectations and Pay • Final Campaign Tips 	
10:15-10:30am	<i>Break</i>		
10:30-12:30pm	Getting on the Ballot	<ul style="list-style-type: none"> • How the political game is really played • The biggest myth in politics • What it takes to win 	
12:30-1:00pm	<i>Lunch</i>		
1:00-1:45pm	Campaign Structure and Organization	<ul style="list-style-type: none"> • Financial steps necessary to create a campaign • The rules of campaign donations • Tips for keeping accurate records 	
1:45 -2:00pm	<i>Break</i>		
2:00-3:15pm	Working with Volunteers	<ul style="list-style-type: none"> • Examples you can use to start your campaign/organization • Lessons learned 	
3:15 -3:30pm	<i>Break</i>		

3:30-5:30pm	The Media Battle: Interview Tips	<ul style="list-style-type: none"> • Defining your mission • Tips for creating your own organization • Ways to help your organization grow and be effective 	
5:30pm	<i>Dinner</i>		