

Day 1: Defining Yourself to the Public	TRAINING LECTURE	KEY POINTS	FACULTY
9:00 – 9:10 AM	<i>Welcome and Introductions</i>		
9:10 – 9:45 AM	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 	
9:45 – 11:00 AM	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 • Examples of mishandling your personal life 	
11:00 – 11:10 AM	<i>Break</i>		
11:10 – 12:00 PM	Candidate Vulnerability Assessment	<ul style="list-style-type: none"> • Learn how to research yourself like your opponent will research you • See the information that is publicly available about you 	
12:00 – 12:45 PM	Developing Your Message	<ul style="list-style-type: none"> • Create your message with the Leesburg Grid • Having a positive image in your community 	
12:45 – 1:30 PM	<i>Lunch</i>		
1:30 – 3:00 PM	What Conservative Candidates Should Know about Politics	<ul style="list-style-type: none"> • What you should know about holding office power in a political party • How to build a secure home base 	

		<ul style="list-style-type: none">• Study how to win	
3:00 PM	<i>Adjournment</i>		

Day 2: Joining Coalitions & Building a Brand	TRAINING LECTURE	KEY POINTS	FACULTY
10:00 – 10:05 AM	<i>Welcome</i>		
10:05 – 11:00 AM	Building Relations with the Media	<ul style="list-style-type: none"> • Making friends with the “enemy” • What to expect of reporters and what reporters expect from you 	
11:00 – 12:00 PM	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 	
12:00 – 12:45 PM	<i>Lunch</i>		
12:45 – 1:45 PM	Working with your Local Party	<ul style="list-style-type: none"> • Structure of political parties in the U.S. • How to take advantage of the party structure • Party vs. personal goals – what to expect 	
1:45 – 2:30 PM	The Art and Science of Storytelling	<ul style="list-style-type: none"> • The role of storytelling in politics • Developing a compelling story • Weaving stories into your campaign 	
2:30 PM	<i>Adjournment</i>		

Day 3: Preparing to Raise Funds	TRAINING LECTURE	KEY POINTS	FACULTY
10:00 – 10:05 AM	<i>Welcome</i>		
10:05 – 11:00 AM	Mind the Gap	<ul style="list-style-type: none"> • Intuitive language in the real world • Moral foundations 	
11:00 – 12:00 PM	Building Coalition	<ul style="list-style-type: none"> • How to build smart and effective coalitions • The purpose of strong coalitions • Targeting effectively 	
12:00 – 1:00 PM	<i>Break</i>		
1:00 – 2:00 PM	Developing and Keeping Contacts	<ul style="list-style-type: none"> • Why is networking effectively important • How to maintain and utilize strong contacts • Tips to successful networking 	
2:00 – 3:00 PM	Funding and Sustaining a Political Campaign	<ul style="list-style-type: none"> • How to structure a campaign, financially • Types of campaigns, and what to expect to fund each type • How much of your own money you should be willing to part with 	
3:00 – 4:00 PM	Developing an Expertise	<ul style="list-style-type: none"> • Why to develop an expertise • How to make yourself stand out 	

4:00 – 4:45 PM	Case Study	<ul style="list-style-type: none">• What you should know about holding office power• Identify this week's lessons to a winning campaign	
4:45 PM	<i>Adjournment</i>		