



**Leadership
Institute**

Texas Campaign School
33 Communities Across Texas
May through October, 2021

*Topics subject to change

TIME	SESSION TOPIC	KEY DISCUSSION POINTS	PRESENTER
8:30-8:55 AM	Registration		
8:55-9:00 AM	Welcome by Host	<ul style="list-style-type: none"> Welcome Program Overview 	Local Speaker
9:00-9:15 AM	Introduction to LI	<ul style="list-style-type: none"> Introductions Agenda Overview 	Leadership Institute Staff
9:15-10:00 AM	Campaign Strategy	<ul style="list-style-type: none"> Strengths & Weaknesses Nine Winning Strategies 	Volunteer Faculty
10:00-10:30 AM	Vote Goals	<ul style="list-style-type: none"> Finding Your Number Understanding Voter Blocks 	Leadership Institute Staff
10:30-10:45 AM	Break		
10:45-11:30 AM	Message Development	<ul style="list-style-type: none"> Leesburg Grid Sticky Messages 	Volunteer Faculty
11:30-12:15 PM	Mind the Gap	<ul style="list-style-type: none"> Intuition vs Reasoning Communicating Intuitively 	Leadership Institute Staff
12:15-12:45 PM	Communicating Across Diverse Communities	<ul style="list-style-type: none"> Issues that Matter Cross Cultural Communication 	All Faculty and Staff
12:45-1:30 PM	Lunch		
1:30-2:15 PM	Fundraising & Finance Plan	<ul style="list-style-type: none"> Donor Pyramid Fundraising Tools 	Volunteer Faculty
2:15-3:00 PM	Personal Solicitation	<ul style="list-style-type: none"> Building the Lists Making the Ask 	Volunteer Faculty
3:00-3:15 PM	Break		
3:15-4:00 PM	Voter Contact	<ul style="list-style-type: none"> Overview of Voter Contact Options Tips for Phones and Doors 	Volunteer Faculty
4:00-4:05 PM	Questions & Conclusion of the Leadership Institute Training		
4:05-4:45 PM	Texas-Specific Information		Local Experts
4:45 PM	Close		