

TIME	SESSION TOPIC	KEY DISCUSSION POINTS	PRESENTER
8:30-9:00 AM	Registration		
9:00-9:15 AM	Introduction to LI	<ul style="list-style-type: none"> • Introductions • Agenda Overview 	Dena Espenscheid, Coalitions Director Leadership Institute
9:15-10:00 AM	Campaign Strategy	<ul style="list-style-type: none"> • Strengths & Weaknesses • Nine Winning Strategies 	Chris Faulkner, Senior National Strategist Majority Strategies
10:00-10:30 AM	Vote Goals	<ul style="list-style-type: none"> • Finding Your Number • Understanding Voter Blocks 	Dena Espenscheid
10:30-10:45 AM	Break		
10:45-11:30 AM	Message Development	<ul style="list-style-type: none"> • Leesburg Grid • Sticky Messages 	Chris Faulkner
11:30-12:15 PM	Mind the Gap	<ul style="list-style-type: none"> • Intuition vs Reasoning • Communicating Intuitively 	Dena Espenscheid
12:15-12:45 PM	Communicating Across Diverse Communities	<ul style="list-style-type: none"> • Issues that Matter • Cross Cultural Communication 	Faculty & Staff
12:45-1:30 PM	Lunch		
1:30-3:00 PM	Voter Contact	<ul style="list-style-type: none"> • Overview of Voter Contact Options • Tips for Phones and Doors 	Chris Faulkner
3:00-4:30 PM	Finance Plan & Personal Solicitation	<ul style="list-style-type: none"> • Donor Pyramid • Fundraising Tools 	Dena Espenscheid
4:30 PM	Q and A and ADJOURN		