



CAMPAIGN ACADEMY AGENDA

Thursday, February 10, 2022

5:30 pm to 5:45 pm

Opening Session

- Program schedule
- Introductions to participants and faculty

5:45 pm to 6:30 pm

Running for Office

- What determines the winner of a political contest?
- What makes a strong candidate?

6:30 pm to 7:15 pm

Campaign Strategy

- Working through strategic concerns
- Developing a winning plan

7:15 pm to 8:00 pm

Strategic Research

- Researching yourself and your opposition
- Researching your district

8:00 pm to 8:30 pm

Setting Vote Goals

- Understanding like races
- Determining your winning number

Friday, February 11, 2022

1:00 pm to 1:45 pm	Building a Strong Campaign Organization <ul style="list-style-type: none">▪ Roles, responsibilities, and expectations
	☐ Building a grassroots army
1:45 pm to 2:30 pm	Mind the Gap <ul style="list-style-type: none">▪ Understanding how voters judge and choose▪ The different roles of intuition and reasoning
2:30 pm to 2:45 pm	Break
2:45 pm to 3:30 pm	Message Development <ul style="list-style-type: none">▪ Leesburg grid▪ Developing contrasts and themes
3:30 pm to 4:15 pm	Public Relations and Earned Media <ul style="list-style-type: none">▪ Establishing media credibility▪ Drawing positive coverage
4:15 pm to 5:00 pm	Lunch
5:00 pm to 5:45 pm	Public Speaking <ul style="list-style-type: none">▪ Digital media vs. traditional media
	☐ Best practices
5:45 pm to 6:30 pm	The Like Switch <ul style="list-style-type: none">▪ Understanding perception vs. reality▪ Keys to becoming more relatable
6:30 pm to 6:45 pm	Break
6:45 pm to 7:30 pm	Voter Contact Plans: An Overview <ul style="list-style-type: none">▪ Elements of a successful voter contact plan▪ Voter contact plans
7:30 pm to 8:15 pm	Voter Contact: Door to Door Programs <ul style="list-style-type: none">▪ Why door to door works▪ Setting up a door to door canvas
8:15 pm to 8:30 pm	Questions and Adjournment

Saturday, February 12, 2022

9:00 am to 9:45 am	Voter Contact: Early and Absentee Voting <ul style="list-style-type: none">▪ Understanding what convenience voting is▪ Putting together an absentee program
9:45 am to 10:30 am	Voter Contact: Precinct Operations <ul style="list-style-type: none">▪ Winning at the door▪ In-person etiquette
10:30 am to 10:45 am	Break
10:45 am to 11:30 am	Voter Contact: Mail and Phones <ul style="list-style-type: none">▪ Types and purposes of voter contact mail▪ Setting up a modern phone bank operation
11:30 am to 12:15 pm	Voter Contact: Growing Your Organization <ul style="list-style-type: none">▪ Best practices for success▪ Using issues to mobilize
12:15 pm to 1:00 pm	Lunch
1:00 pm to 1:45 pm	Personal Solicitation Fundraising <ul style="list-style-type: none">▪ Relationship-based fundraising▪ The art of the ask
1:45 pm to 2:30 pm	Campaign Budgeting <ul style="list-style-type: none">▪ Developing a budget▪ Budgeting benefits and principles
2:30 pm to 2:45 pm	Break
2:45 pm to 3:30 pm	Finance Plan <ul style="list-style-type: none">▪ Fundraising tools▪ Qualities of a good fundraiser
3:30 pm to 4:15 pm	Finance Committees <ul style="list-style-type: none">▪ 12 tenets of fundraising▪ Developing a list
4:15 pm to 4:30 pm	Questions and Adjournment