



# Leadership Institute

## CANDIDATE AND CAMPAIGN SCHOOL AGENDA

Friday, April 1, 2022

9:00 am to 9:15 am	Opening Session <ul style="list-style-type: none"><li>Program schedule</li><li>Introductions to participants and faculty</li></ul>
9:15 am to 10:00 am	Running for Office <ul style="list-style-type: none"><li>What to expect</li><li>Characteristics and qualities of exceptional candidates</li></ul>
10:00 am to 10:45 am	Campaign Strategy <ul style="list-style-type: none"><li>Working through strengths and weaknesses</li><li>Developing a winning campaign plan</li></ul>
10:45 am to 11:00 am	Break
11:00 am to 11:45 am	Strategic Research <ul style="list-style-type: none"><li>Researching yourself and your opposition</li><li>Researching your district and the electorate</li></ul>
11:45 am to 12:30 pm	Setting Vote Goals <ul style="list-style-type: none"><li>Understanding like races</li><li>Determining your winning number</li></ul>
12:30 pm to 1:00 pm	Lunch
1:00 pm to 1:45 pm	Building a Voter Contact Plan <ul style="list-style-type: none"><li>Effective voter contact methods</li><li>Door to door v. everything else</li></ul>
1:45 pm to 2:30 pm	Mind the Gap <ul style="list-style-type: none"><li>Understanding intuition v. reasoning</li><li>Using moral foundations to communicate</li></ul>
2:30 pm to 2:45 pm	Break
2:45 pm to 3:30 pm	Identity as a Message <ul style="list-style-type: none"><li>Developing your narrative</li><li>Using values to communicate</li></ul>
3:30 pm to 4:15 pm	What Do Donors and Stakeholders Look For? <ul style="list-style-type: none"><li>Authenticity and experience</li><li>Making the right connections</li></ul>
4:15 pm to 4:30 pm	Questions and Adjournment



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## CANDIDATE AND CAMPAIGN SCHOOL AGENDA

Saturday, April 2, 2022

9:00 am to 9:15 am	Opening Session <ul style="list-style-type: none"><li>Program overview</li></ul>
9:15 am to 10:00 am	Building Establishment Support: Stakeholder Management <ul style="list-style-type: none"><li>Developing a stakeholder matrix</li><li>Establishing relationships with issue focused groups</li></ul>
10:00 am to 10:45 am	Public Relations and Crisis Communications <ul style="list-style-type: none"><li>Building relationships with the media and the public</li><li>Proactive vs. reactive approaches to attacks</li></ul>
10:45 am to 11:00 am	Break
11:00 am to 11:45 am	Public Speaking <ul style="list-style-type: none"><li>Tone and inflection</li><li>Using words that matter</li></ul>
11:45 am to 12:30 pm	Campaign Budgeting <ul style="list-style-type: none"><li>Ways to spend money</li><li>Determining your cash flow</li></ul>
12:30 pm to 1:00 pm	Lunch
1:00 pm to 1:45 pm	Developing a Finance Plan <ul style="list-style-type: none"><li>Methods to raise dollars</li><li>Understanding donors</li></ul>
1:45 pm to 2:30 pm	Personal Solicitation <ul style="list-style-type: none"><li>Relationship based fundraising</li><li>Factor determining a successful pitch</li></ul>
2:30 pm to 2:45 pm	Break
2:45 pm to 3:30 pm	Small Event Fundraising <ul style="list-style-type: none"><li>Keys to raising net dollars</li><li>FUNraiser v. FUNDloser</li></ul>
3:30 pm to 4:15 pm	Get Out the Vote <ul style="list-style-type: none"><li>Getting your team to the polls</li></ul>
4:15 pm to 4:30 pm	Questions and Adjournment