



Leadership Institute

CANDIDATE AND CAMPAIGN SCHOOL AGENDA

Friday, March 4, 2022

9:00 am to 9:15 am	Opening Session <ul style="list-style-type: none">Program scheduleIntroductions to participants and faculty
9:15 am to 10:00 am	Running for Office <ul style="list-style-type: none">What to expectCharacteristics and qualities of exceptional candidates
10:00 am to 10:45 am	Campaign Strategy <ul style="list-style-type: none">Working through strengths and weaknessesDeveloping a winning campaign plan
10:45 am to 11:00 am	Break
11:00 am to 11:45 am	Strategic Research <ul style="list-style-type: none">Researching yourself and your oppositionResearching your district and the electorate
11:45 am to 12:30 pm	Setting Vote Goals <ul style="list-style-type: none">Understanding like racesDetermining your winning number
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">Effective voter contact methodsDoor to door v. everything else
1:45 pm to 2:30 pm	Mind the Gap <ul style="list-style-type: none">Understanding intuition v. reasoningUsing moral foundations to communicate
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">Developing your narrativeUsing values to communicate
3:30 pm to 4:15 pm	What Do Donors and Stakeholders Look For? <ul style="list-style-type: none">Authenticity and experienceMaking the right connections
4:15 pm to 4:30 pm	Questions and Adjournment



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Saturday, March 5, 2022

9:00 am to 9:15 am	Opening Session <ul style="list-style-type: none">Program overview
9:15 am to 10:00 am	Building Establishment Support: Stakeholder Management <ul style="list-style-type: none">Developing a stakeholder matrixEstablishing relationships with issue focused groups
10:00 am to 10:45 am	Public Relations and Crisis Communications <ul style="list-style-type: none">Building relationships with the media and the publicProactive vs. reactive approaches to attacks
10:45 am to 11:00 am	Break
11:00 am to 11:45 am	Public Speaking <ul style="list-style-type: none">Tone and inflectionUsing words that matter
11:45 am to 12:30 pm	Campaign Budgeting <ul style="list-style-type: none">Ways to spend moneyDetermining your cash flow
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">Methods to raise dollarsUnderstanding donors
1:45 pm to 2:30 pm	Personal Solicitation <ul style="list-style-type: none">Relationship based fundraisingFactor determining a successful pitch
2:30 pm to 2:45 pm	Break
2:45 pm to 3:30 pm	Small Event Fundraising <ul style="list-style-type: none">Keys to raising net dollarsFUNraiser v. FUNDloser
3:30 pm to 4:15 pm	Get Out the Vote <ul style="list-style-type: none">Getting your team to the polls
4:15 pm to 4:30 pm	Questions and Adjournment