



**THE LEADERSHIP INSTITUTE**

**Campus Election Workshop**  
*Sample Agenda*

**5:00 pm – REGISTRATION & DINNER**

**5:15 pm – Program Introduction**

**5:30 pm – Campaign Preparation**

**6:15 pm – Message Development, Literature Design, and Media Strategies**

**7:15 pm – Building Your Organization**

**8:00 pm – Getting Out the Vote**

**8:30 pm – ADJOURNMENT**