International School of Fundraising
Vienna, Austria | August 7-10, 2018

PROGRAM

Leadership Institute
Training Conservative Activists, Students, and Leaders since 1979
The International School of Fundraising is the Leadership Institute's premier international program, bringing together top experts from around the world to provide four days of intensive training in every aspect of fundraising.

*Generously hosted by*

[Politische Akademie Logo]

[Leadership Institute Logo]
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>08.30 - 09.30</td>
<td>REGISTRATION</td>
<td></td>
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<tr>
<td>09.30 - 10.30</td>
<td>Introduction to LI, Program Outlook, and Self-introductions</td>
<td>Ron Nehring&lt;br&gt;Director of International Programs, Leadership Institute</td>
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<td>10.30 - 11.45</td>
<td>Not Only in America&lt;br&gt;&lt;i&gt;Panel: Italo Antoniotti, Silvio Dalla Valle&lt;/i&gt;</td>
<td>Dario Paya&lt;br&gt;Former Ambassador, Organization of American States</td>
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<tr>
<td>11.45 - 12.00</td>
<td>BREAK</td>
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<tr>
<td>12.00 - 13.00</td>
<td>Developing Your Vision, Strategies, and Fundraising Plan</td>
<td>Kevin Gentry&lt;br&gt;Vice President, Special Projects-Development, Koch Companies Public Sector, LLC</td>
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<td>13.00 - 14.00</td>
<td>LUNCH AND GROUP PHOTO</td>
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<td>14.00 - 14.45</td>
<td>The Conservative Organizational Entrepreneur</td>
<td>Morton Blackwell&lt;br&gt;President, Leadership Institute</td>
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<td>14.45 - 16.00</td>
<td>Finance and Fundraising Planning in an Organization&lt;br&gt;&lt;i&gt;Panel: Ron Nehring, Stephen Clouse, Justin Murff&lt;/i&gt;</td>
<td>Tim Phillips&lt;br&gt;President, Americans for Prosperity</td>
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<td>16.00 - 16.30</td>
<td>COFFEE BREAK</td>
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<td>16.30 - 17.30</td>
<td>Fundraising Trends&lt;br&gt;&lt;i&gt;Panel: Tim Phillips, Justin Murff, John Davis&lt;/i&gt;</td>
<td>Kevin Gentry</td>
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<tr>
<td>17.30 - 18.15</td>
<td>Art of Storytelling in Fundraising</td>
<td>Stephen Clouse&lt;br&gt;President, Stephen Clouse &amp; Associates</td>
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<tr>
<td>18.15 - 18.30</td>
<td>Review of the Day</td>
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<tr>
<td>18.30</td>
<td>Recess - Reconvene at 08.30 Wednesday</td>
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<td>Event</td>
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<tr>
<td>08.30 - 08.45</td>
<td>Tuesday Review and the Day Ahead</td>
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| 08.45 - 10.00 | Non-verbal Communication and Radical Listening  
*Panel: Stephen Clouse, Ron Nehring* | Dario Paya                                                                |
| 10.00 - 11.15 | Strategic and Person to Person Fundraising  
*Panel: Tim Phillips, Dario Paya, Morton Blackwell, Stephen Clouse* | Kevin Gentry                                                              |
| 11.15 - 11.45 | COFFEE BREAK                                                          |                                                                            |
| 11.45 - 13.00 | Person to Person Fundraising Exercise                                 | Dario Paya                                                                |
| 13.00 - 14.00 | LUNCH                                                                |                                                                            |
| 14.00 - 15.00 | Care and Feeding of Donors  
*Panel: Kevin Gentry, Italo Antoniotti, Justin Murff* | Morton Blackwell                                                          |
| 15.00 - 15.45 | Marketing Principles in Fundraising                                   | Kevin Gentry                                                              |
| 15.45 - 16.15 | COFFEE BREAK                                                          |                                                                            |
| 16.15 - 16.45 | Case Study: Branding (AFP)                                            | Tim Phillips                                                              |
| 16.45 - 17.30 | Case Study: Campaign Fundraising for Sebastian Kurz                  | Lukas Holter  
*Sr. Strategy Consultant, Campaigning Bureau* |
## AGENDA

### Thursday, August 9

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>08.30 - 08.45</td>
<td>Wednesday Review and the Day Ahead</td>
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<tr>
<td>08.45 - 10.00</td>
<td>Philosophy of Direct Mail</td>
<td>Kathleen Patten &lt;br&gt; <em>President &amp; CEO, American Target Advertising, Inc.</em></td>
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<td><em>Panel: Morton Blackwell, Silvio Dalla Valle</em></td>
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<tr>
<td>10.00 - 10.45</td>
<td>Types and Content of Direct Mail</td>
<td>John Davis &lt;br&gt; <em>Director of Donor Communications, Leadership Institute</em></td>
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<td>10.45 - 11.15</td>
<td>COFFEE BREAK</td>
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<tr>
<td>11.15 - 12.00</td>
<td>Building a House File</td>
<td>Kathleen Patten</td>
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<tr>
<td>12.00 - 13.00</td>
<td>Direct Mail Case Study</td>
<td>John Davis</td>
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<tr>
<td>13.00 - 14.00</td>
<td>LUNCH</td>
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<tr>
<td>14.00 - 15.15</td>
<td>Establishing a Direct Mail Program over a Year</td>
<td>Silvio Dalla Valle &lt;br&gt; <em>Executive Director, Luci sull'Est (LSE)</em></td>
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<td><em>Panel: John Davis, Kathleen Patten</em></td>
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<td>15.15 - 16.30</td>
<td>Digital Fundraising</td>
<td>Justin Murff &lt;br&gt; <em>President, NexGenerosity</em></td>
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<td>16.30 - 17.00</td>
<td>COFFEE BREAK</td>
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<td>17.00 - 17.45</td>
<td>Meeting the Challenges of GDPR</td>
<td>Justin Murff</td>
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<tr>
<td>17.45 - 18.00</td>
<td>Review of the Day</td>
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<tr>
<td>18.00</td>
<td><em>Recess - Reconvene 08.30 Friday</em></td>
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AGENDA

Friday, August 10

08.30 - 08.45  Thursday Review and the Day Ahead
               Stephen Clouse

08.45 - 09.45  Using Video for Major Gifts
               Italo Antoniotti

09.45 - 11.15  Video Strategies and Techniques
               Panel: Stephen Clouse, Justin Murff

           11.15 - 11.45  COFFEE BREAK

           11.45 - 13.00  Fundraising Events
               Panel: Kevin Gentry, Stephen Clouse
               Ron Nehring

13.00 - 14.00  LUNCH

14.00 - 14.45  Crowdsourcing
               Justin Murff

14.45 - 15.30  Corporate Fundraising
               Tim Phillips

15.30 - 16.00  COFFEE BREAK

16.00 - 16.45  Capital Campaigns
               Stephen Clouse

16.45 - 17.30  Political Fundraising
               Ron Nehring

17.30 - 18.30  Utilization Panel
               All faculty

18.30  Recess to Dinner

20:00  GALA DINNER
Hotel Springer-Schlössl
Tivoligasse 73, 1120 Wien, Austria

Tel.: +43 1 813 3929-48 | hotel@springer-schloessl.at

TRANSPORTATION

From Vienna International Airport

**CAT train (Recommended):** The CAT provides direct, non-stop service between Vienna International Airport in 16 minutes. On arrival downtown, we recommend a taxi or Uber to the hotel.
Approx. 19 EUR (CAT train roundtrip) plus approx. 10 EUR Uber ride (one-way)

**Uber:** 35 mins. Approx. 30 EUR

**Taxi:** 35 mins. Approx. 28 EUR
Gala Dinner

Details:
Friday, August 10, 20:00

Schönbrunn Palace Meidlinger Tor (Meidling Gate),
1130 Vienna

Transportation provided for all attendees.
Shuttle will depart from Hotel Springer-Schlössl.

Vegetarian & vegan options available upon request.
Italo Antoniotti

*Director of Institutional Relations, Fedecocagua*

Italo Antoniotti is a Latin American expert in corporate fundraising and political communications. He serves as Director of Institutional Relations for Fedecocagua, the Guatemalan association of independent coffee producers, the largest such association in the country.

With extensive experience in government affairs and broadcast journalism as a correspondent for NBC, CNN and Televisa, Italo Antoniotti is a frequent lecturer on topics ranging from fundraising and media relations to interview techniques and earned media strategy.

At Fedecocagua, he implements innovative fundraising strategies and works on the “Rural Chains of Value” project in cooperation with the United States Agency for International Development (USAID). Much of his work benefits local cooperatives focused on combatting malnutrition in poor communities.

A citizen of Italy and Guatemala, Italo studied political science at the Universidad Francisco Marroquin in Guatemala City, Guatemala.

Morton C. Blackwell

*President, Leadership Institute*

Professionally, Morton Blackwell is the president of the Leadership Institute, a non-partisan educational foundation he founded in 1979.

His Institute prepares conservatives for success in politics, government, and the news media. Over the years the Leadership Institute has trained more than 200,000 students. Its total revenue since 1979 is over $251 million. It currently has revenue of almost $15 million per year and a full-time staff of 72.

He serves on the governing boards of a dozen conservative and Republican organizations at the national, state, and local levels.
In youth politics, Mr. Blackwell was a College Republican state chairman and a Young Republican state chairman in Louisiana. He served on the Young Republican National Committee for more than a dozen years, rising to the position of Young Republican National Federation national vice chairman at large.

Off and on for five and a half years, 1965-1970, he worked as executive director of the College Republican National Committee under four consecutive College Republican national chairmen.

He served on the Louisiana Republican state central committee for eight years. First elected to the Arlington County (Virginia) Republican Committee in 1972, he is a member of the Virginia Republican state central committee and was first elected in 1988 as Virginia’s Republican National Committeeman (RNC), a post he still holds.

In 2004 he was elected to a term on the Executive Committee of the RNC.

Having worked actively in politics for more than fifty years, he has probably trained more political activists than any other conservative.

Starting in the 1960s, he has trained thousands of people who have served on staff for conservative and Republican candidates in every state.

Mr. Blackwell was Barry Goldwater’s youngest elected delegate to the 1964 Republican National Convention in San Francisco.

He was a national convention Alternate Delegate for Ronald Reagan in 1968 and 1976, and a Ronald Reagan Delegate at the 1980 national convention.

In 1980, he organized and oversaw the national youth effort for Ronald Reagan.

He served as Special Assistant to the President on President Reagan’s White House Staff 1981-1984.

Mr. Blackwell is something of a specialist in matters relating to the rules of the Republican Party. He served on rules committees of the state Republican parties in Louisiana and in Virginia.

He serves now on the RNC’s Standing Committee on Rules and has attended every meeting of the Republican National Conventions’ Rules Committees since 1972.
Stephen Clouse  
*Founder and President, Stephen Clouse & Associates, Inc.*

Stephen D. Clouse is Founder and President of Stephen Clouse & Associates, Inc., a strategic communications and major gifts fundraising firm established in 1991 which has pioneered the use of a highly personalized, multiple media communication stream video fundraising technique, and provides consultation, message development, creative and television training to conservative causes, GOP candidates, Republican committees, and non-profits.

Stephen Clouse & Associates has raised tens of millions of dollars for a number of non-profit organizations through capital campaigns, annual fund appeals and special projects. These campaigns are designed both to boost immediate net fundraising revenue and accelerate the rate at which major donors are identified and cultivated. The firm has played a key role in many successful fundraising campaigns including those for George Washington’s Mount Vernon, the Reagan Ranch, The Heritage Foundation, Media Research Center, Judicial Watch, State Policy Network and the Leadership Institute.

Mr. Clouse personally produced and coached videos with Rush Limbaugh, Sean Hannity, Vice President Mike Pence, Associate Justice of the Supreme Court Clarence Thomas, Speaker Newt Gingrich, Senator Ted Cruz, Senator Elizabeth Dole, Steve Forbes, Charles Koch and many other national and international figures. He has done extensive training with political figures from all over North America, South America, Africa and Europe. He is a two-time Emmy Award winning producer and has been recognized professionally for outstanding video production and is a recipient of the Telly Award and Campbell Awards.

Stephen and his wife, Ellen, live in Ashburn, Virginia. They have five grown children and one granddaughter.

Silvio Dalla Valle  
*Executive Director, Luci sull’Est (LSE)*

Mr. Silvio Dalla Valle is a lawyer by profession. He graduated from the Law School of the University of Sao Paulo, Brazil, followed by a postgraduate study program for young lawyers at the Courts of Rome, Italy.

He offers his knowledge as a legal, strategic and copyright consultant for faith-based, pro-life and pro-family organizations in Europe and in the United States. He is credited with helping conservative organizations to raise funds in Europe and in the U.S., especially through direct mail, web and planned giving programs.
He is a founding member and executive director of the Italian Association for the Defense of Christian Values (DCV-LSE), a 175,000-member faith-based, pro-family, pro-life, and Christian-values organization.

Mr. Dalla Valle is a co-founder of, and legal adviser to the Osservatorio della Cristianofobia, a project to lobby the UN and the European institutions to take a strong stance against persecution and discrimination against Christians. He is the Osservatorio's representative to these institutions.

He is a recipient of the 2010 “Global Leadership Award” for dedication to the international conservative movement, and for promoting professionalism, from the Leadership Institute, the World Congress of Families and the Howard Center for Family, Religion & Society.

Mr. Dalla Valle is a regular speaker at the Leadership Institute’s International School of Fundraising, held yearly in Europe, and a moderator at the World Congress of Families.

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John Davis  
*Director of Donor Communications, Leadership Institute*

John Davis has helped the Leadership Institute train conservative students, activists, and leaders for the past twelve years.

He has dramatically increased the number of active donors to the Leadership Institute.

He spends his days keeping in touch with the 40,000 principled conservatives who donate to sustain and build the Leadership Institute.

He spends his nights with his wife Emily, chasing after their five young children.
Kevin Gentry

Vice President for Special Projects-Development, Koch Companies Public Sector, LLC

Kevin Gentry serves as vice president for special projects-development, at Koch Companies Public Sector, LLC, where he works to build the fundraising and marketing capabilities for organizations that are dedicated to advancing a free and open society.

Previously, Kevin served as vice president of the Institute for Humane Studies and the Mercatus Center at George Mason University, and prior to that, he served as executive vice president of the Leadership Institute.

Kevin and his wife, Anne, are both graduates of the College of William and Mary, and they live in Virginia with their two children. They are active members of The Falls Church Anglican, where Kevin serves on the vestry and also as stewardship chairman.

Justin Murff

Chief Development Officer, HSLDA and The Parental Rights Foundation; President of NexGenerosity

For more than 15 years, Justin Murff has worked as a development and media executive.

He has executive-produced hundreds of live national TV/radio simulcast productions.

At age 26, Justin became one of the youngest network television executives in the country when he co-launched the nation's first free-to-air business and entrepreneurship TV channel, Biz TV, in more than 35 million households.

Before joining ParentalRights.org, Justin served as the minister of generosity at First Baptist Dallas and as the international grants and foundations manager for the Christian Broadcasting Network, where he also served as CBN's official envoy to the Vatican.

He is a graduate of Regent University with an M.A. in government and international relations and a graduate certificate in political management. He holds a B.A. in theology with an emphasis on homiletics, having studied at Criswell College in Dallas and Biblishule Bodenseehof in Germany. He is a Fellow of the Royal Society for the Arts and Sciences in the U.K.

He is married to Dr. Jennifer Murff, and they have four daughters.
Ron Nehring  
*Director of International Programs, Leadership Institute*

Ron Nehring, Director of International Training at The Leadership Institute, is a Republican strategist and communications expert who served as National Spokesman in the 2016 Presidential campaign of Senator Ted Cruz.

Prior to stepping onto the national stage in 2016, Ron was elected the Republican nominee for Lt. Governor of California, earning the support of the California Republican Party, the Howard Jarvis Taxpayers Association, the National Rifle Association, the California Republican Assembly, and more than 3 million voters.

As a communicator and Republican Party Chairman, Ron Nehring has made the advancement of the principles of effective and limited government, individual liberty and freedom his life’s work. These are the principles that produce prosperity wherever they are tried around the world.

A former Chairman of the California Republican Party, Nehring inherited an organization millions of dollars in debt and ensured that upon leaving office all bills were paid, there was no debt, and a substantial cash reserve in the bank. Financial controls were improved and a professional staff put in place.

Governor Arnold Schwarzenegger appointed him to the California Board of Forestry and Fire Protection in 2005 in the aftermath of the Cedar Fire, the largest and most destructive wildfire in American history. During his tenure, Ron participated in the development of new regulations to improve management of lands and property to reduce wildfire threats to families and communities.

He served as a Trustee for the Grossmont Union High School District in San Diego County – a large district with 11 high schools, 24,000 students at the time and a budget in excess of $170 million. He chaired the Audit Committee and was a strong proponent of expanding charter schools.
Dario Paya

Former Ambassador of Chile to the Organization of American States; President, The Leadership Institute--Chile

Ambassador Dario Paya, a LI intern in 1992, is President of The Leadership Institute-Chile.

He is co-founder and Secretary General of UDI, the largest political party of Chile. He served in the Congress of Chile for 16 years. He was first elected in 1993 by defeating one of the most prominent communist leaders for a seat which had been in the left’s hands for 60 years.

Dario gave public credit to his LI training for his surprising campaign, and in 1994 he founded The Leadership Institute-Chile, whose graduates include dozens of current members of Congress and Mayors.

Dario Paya has trained friendly parties in 11 countries, including 7 presidential candidates. In 2010 he was appointed Ambassador of Chile to the Organization of American States in Washington, DC.

Kathleen Patten

President and CEO, American Target Advertising, Inc.

With more than 20 years of experience in the direct response fundraising industry, Kathleen Patten not only manages American Target Advertising, Inc., but also directly oversees direct mail and e-mail grassroots, marketing, and fundraising programs for all of its clients.

As a former vice president of the United Seniors Association (USA), her marketing and creative efforts more than doubled the membership base, which launched the conservative grassroots advocacy group to national prominence as the largest alternative to AARP.

She began her professional marketing career at ATA in 1987. Her professional history since that time includes development and execution of mailing campaigns for various non-profit groups, charities, political party committees, and political candidates.

Kathleen holds a Master’s Degree of Public Administration concentrating in Nonprofit Management from George Mason University, as well as a Bachelor of Business Administration from the College of William and Mary. She serves on the Business Partners Board for the Mason School of Business at The College of William and Mary.

Kathleen has been with ATA since 2003 and serves as President and Chief Executive Officer.
Tim Phillips
President, Americans for Prosperity

Tim Phillips is president of Americans for Prosperity and Americans for Prosperity Foundation. Americans for Prosperity (AFP) has enjoyed rapid growth, going from nine state chapters in January of 2006 to 32 state chapters with fulltime staff on the ground, with more than 2 million grassroots activists in 50 states, who are fighting for free-market principles and policies at the state, national, and local levels.

The combined budget of AFP and AFP Foundation has also grown from just under $3 million in 2004 to over $130 million in 2012.

AFP helped lead the successful effort defeating cap-and-trade and card check while also diligently opposing the Washington, D.C. takeover of our health care system through their “Hands Off My Health Care” effort.

During 2012, AFP mounted one of the most aggressive grassroots field operations the conservative movement has ever seen in states like Indiana, Florida, Ohio, Colorado, Nebraska and Montana as staff and volunteers knocked on hundreds of thousands of doors and made millions of personalized phone calls opposing the big government policies of President Obama and other liberal political leaders.

Tim is a veteran political strategist and one of the nation’s premier grassroots organizers with 28 years of experience, including presidential, gubernatorial and congressional races, as well as state legislative, local and issue-advocacy campaigns.


He was named a “Rising Star in Politics” in 1998 by Campaigns and Elections Magazine. In 2012, Tim was named one of Politico’s top 25 public policy players.

Tim and his wife, Julia, have been married for 32 years, and are the proud parents of four children.
MISSION

The Leadership Institute's mission is to increase the number and effectiveness of conservative activists and leaders in the public policy process.

To accomplish this, the Institute identifies, recruits, trains, and places conservatives in government, politics, and the media.

Founded in 1979 by its president, Morton C. Blackwell, the Leadership Institute (LI) teaches conservatives the nuts and bolts of how to succeed in the public policy process.

The Institute strives to produce a new generation of public policy leaders unwavering in their commitment to free enterprise, limited government, strong national defense, and traditional values.

LI offers 47 types of training schools, workshops, seminars and a top-notch intern program.

The Institute also provides an Employment Placement Service to help place conservatives in public policy positions and in the broadcast media, at no cost to employers or job seekers.

The Leadership Institute is the center of conservative activist training. No other organization provides more training to conservative activists each year.
The Leadership Institute trains conservatives. Its more than 194,000 graduates are governors, senators, state legislators, activists, and students who understand that it’s not enough to be right – you must learn how to win.

Leadership Institute trains 12,927 conservatives in 2017

10,368 trained in the U.S.

2,559 trained abroad

12,927 trained in 2017

462 training events

214 volunteer faculty

100,051 hours of training

150 training partners

70% trained outside LI

Total graduates since 1979

194,387

1979: 100
1986: 2,019
1993: 8,659
2000: 27,578
2007: 61,134
2017: 194,387
Bring LI to Your Country

Leadership Institute charges no fee for its international training. The local partner organization is responsible for reimbursing direct costs of air, accommodations, and incidental expenses for the program faculty. The local partner is responsible for providing the facility and generating participation in the program.

**TOPICS FOR WORKSHOPS AND FULL-DAY PROGRAMS**

The Leadership Institute will work with you to develop the ideal agenda for your organization. Here are some of the topics that programs can cover.

**Leadership**
The Real Nature of Politics and Elections, Building a Political Enterprise, The Conservative Organizational Entrepreneur, The Imperatives of Leadership

**Communications**
Mind the Gap, Crisis Communications, Debates, Developing Communications Strategies, Digital Communications and Social Media, Effective Television and Radio Techniques, Candidate and Leadership Development, Media Placement, Public Speaking, Speaking in Soundbites, Storytelling

**Finance and Fundraising**
Financial and Fundraising Planning for Organizations and Campaigns, Capital Campaigns, Direct Mail, Foundation Fundraising and Grant Writing, Sustained Giving Programs, Fundraising Primer, Donor Research

**Candidates and Campaigns**
Are You Ready to Run?, Strategic Campaign Planning, Campaign Structure and Organization, Door-to-Door Campaigning, Public Events, Strategic Research, Voter Contact Mail, Phone Programs, Voter ID and Targeting, Voter Turnout, Election Day Operations
LI’s International Division works with partner organizations around the world to provide high-quality training events for conservatives that take place outside of the United States.

"I have not seen an institution as prepared as I have seen this Institute to impart knowledge not only in the United States but in the global scheme."

Douglas Gascasan, Philippines

Working with local partners, the Leadership Institute conducts training at events of all sizes.

Trainings can be held as stand-alone events or integrated as part of an existing conference agenda.

The Leadership Institute’s faculty members are experts in their respective fields, bringing their local, national and international expertise to conservatives through our programs and conferences with our partners.
You owe it to your philosophy to learn how to win.

Our programs and events are made possible only through the generous support of thousands of principled donors. Thank you for your support.
STAY CONNECTED

/LeadershipInstitute

@LeadershipInst

LeadershipInstitute.org
/International

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1101 N. Highland St.
Arlington, VA 22201, USA