



Campaign Management School

Lead a Winning Campaign

The four-day Campaign Management School teaches you how to win elections. This comprehensive training features 35 hours of instruction.

Ideal attendees include future candidates, campaign managers, campaign staff, and future candidates.

You will learn how to:

- Develop a winning campaign strategy
- Target and identify voters
- Manage grassroots outreach
- Raise funds



Leadership Institute
Steven P.J. Wood Bldg.
1101 N. Highland St
Arlington, VA 22201



Monday - Thursday
August 26 - 29
8:00 a.m. - 5:00 p.m.



\$250 -or- \$200
before August 12
(meals included,
dorms available)

Register Today

Register online at LeadershipInstitute.org or contact Annamarie Rienzi at ARienzi@LeadershipInstitute.org or (703) 247-2000 ext. 375.



Leadership Institute
Training Conservatives Since 1979



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Notable Graduate of the Campaign Management School

Tom Morrison, Illinois State Representative

“Thanks to training at the Leadership Institute, my campaign manager and I beat an incumbent Illinois state representative in the primary, and we went on to win in the general election by 24%.”



Tom Morrison, a local business owner, started taking Leadership Institute training in 2005. His first class was a Grassroots Workshop that the Leadership Institute hosted in Chicago, Illinois -- not far from Tom's hometown of Palatine.

A few months later, he came for more training at the Leadership Institute's Arlington, Virginia office: Public Relations School, Campaign Management School, and Future Candidate School in quick succession.

When LI training came to Chicago the next summer to offer more training, Tom was there too. He attended the Institute's Grassroots Fundraising Workshop and Television Training Workshop, and then took an intensive, One-on-One Television Workshop.

Tom publicly declared his candidacy for Illinois state representative in September 2009. His primary race was against a six-term incumbent. When Tom won the race in February 2010, a local newspaper characterized it as a stunning upset. When Tom won the general election in November 2010, he did so by 24 percentage points.

Now Tom is a member of the Illinois General Assembly. In one of his first official acts, he surprised senior members when he refused to join the Assembly's "lucrative" pension program on the principle of cutting government spending. Tom has credited his campaign victories to a "very, very strong grassroots effort" -- and Leadership Institute training.

"We were outspent in both elections nearly 2-1," but were still victorious, he explained. "Thank you for all of your good work. I've told dozens of people about your outstanding programs, and that you all were the key to my success."



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