



Leadership Institute

Campaign Management School

Day 1: Planning the Campaign

Welcome and Introductions, Kirsten Holmberg, Leadership Institute

9:00 a.m. – 9:15 a.m.

Real Nature of Politics

9:15 a.m. – 10:15 a.m.

- How the political game is really played
- The biggest myths of politics
- What it takes to win

Campaign Planning

10:15 a.m. – 11:15 a.m.

- Defining campaign goals
- Determining pathways to victory
- Selecting campaign strategies
- SWOT analysis

Break

11:15 a.m. – 11:30 a.m.

Designing a Winning Campaign Organization

11:30 a.m. – 12:30 p.m.

- Understanding campaign roles and functions
- Defining roles in management, fundraising, political and business side of a campaign

Lunch

12:30 p.m. – 1:00 p.m.

Phases of a Campaign

1:00 p.m. – 2:00 p.m.

- Four corners of the decision to run
- Phases of the decision process
- Winning the invisible contest
- Voter contact

Vulnerability Assessments

2:00 p.m. – 3:00 p.m.

- Understanding and developing candidate vulnerabilities

Determining a Vote Goal and Voter Contact Universe

3:00 p.m. – 4:00 p.m.

- Calculating votes needed to guarantee victory
- Determining which voters the campaign must reach

Campaign Management School

Day 2: Campaign Communications

Welcome – *Kirsten Holmberg, Leadership Institute*

9:00 a.m. – 9:05 a.m.

Communications Strategy

9:05 a.m. – 10:15 a.m.

- Understanding the four strategic communications imperatives of a campaign, and how to achieve them

Developing Campaign Messages

10:15 a.m. – 11:30 a.m.

Building Coalitions

11:30 a.m. – 12:30 p.m.

- How to develop useful coalitions partners for your campaign
- Coalition building exercise

Lunch

12:30 p.m. – 1:30 p.m.

Events and Media

1:30 p.m. – 2:30 p.m.

- Conducting campaign-sponsored events
- Drawing media to campaign-sponsored events
- Earned media

Digital Presence and Communications

2:30 p.m. – 3:30 p.m.

- Setting up campaign website
- Social media that will bring positive attention to your campaign
- Earned media, press releases, and advisories
- Tips for working with journalists, reporters, columnists etc.

Working with the News Media

3:30 p.m. – 4:30 p.m.

- Top strategic communications imperatives
- Leverage your relationship

Presentation and Interview Techniques

4:30 p.m. – 5:30 p.m.

- Tips and tricks for interviewing

Campaign Management School

Day 3: Voter Contact

Welcome – *Kirsten Holmberg, Leadership Institute*

9:00 a.m. – 9:05 a.m.

Voter Contact Strategy and Data

9:05 a.m. – 10:30 a.m.

- Developing your plan for voter contact
- Voter registration plan and goal
- Identification tactics
- Using online voter file system

Voter Mail

10:30 a.m. – 12:00 p.m.

- Uses of voter contact mail: Building awareness, defining the candidate, adding voter contact support through issues, defining the opposition, and mobilization
- Techniques for creating an in-house mail operation.

Lunch

12:00 p.m. – 1:00 p.m.

Texting

1:00 p.m. – 1:30 p.m.

- Integrating texting into your voter contact plan

Voter Contacts Through Phones

1:30 p.m. – 2:00 p.m.

- Why phones are essential
- Setting up a phone bank

Door-to-Door Contact

2:00 p.m. – 3:00 p.m.

- Effective door-to-door techniques
- Weekend and Election Day activities

Break

3:00 p.m. – 3:15 p.m.

Paid Media

3:15 p.m. – 4:00 p.m.

- Fundamentals of broadcast advertising
- Digital advertising
- Outdoor advertising

Campaign Management School

Day 4: Fundraising Workshop

Welcome – *Kirsten Holmberg, The Leadership Institute*

9:00 a.m. – 9:05 a.m.

Finance Plan

9:05 a.m. – 10:30 a.m.

- Finance plans and calendar
- Campaign finance related steps to create campaign
- Limits and rules, reporting, and record keeping

Personal Solicitation Fundraising and Building a Network

10:30 a.m. – 11:30 a.m.

- How to secure large donations
- Maintaining relationships with major donors
- Steps to creating a finance committee

Lunch

11:30 a.m. – 12:30 p.m.

Digital Fundraising

12:30 p.m. – 1:15 p.m.

Applying Direct Mail Principles in a Campaign

1:15 p.m. – 2:30 p.m.

Fundraising Events

3:30 p.m. – 4:30 p.m.

- Understanding the different types of fundraising events
- The event feasibility checklist
- Event planning and follow up