



Political Leadership Boot Camp

December 3-5, 2020

Tampa, Florida

Topics and speakers are subject to change

THURSDAY, DECEMBER 3RD			
TIME	SESSION TOPIC	KEY DISCUSSION POINTS	PRESENTER
1:00-1:30 PM REGISTRATION			
1:30-2:15 PM	Introductions	<ul style="list-style-type: none"> Who is Leadership Institute Faculty Introductions Attendee Welcome 	Dena Espenscheid Director of Grassroots Coalitions Leadership Institute
2:15-3:15 PM	Real Nature of Politics	<ul style="list-style-type: none"> Determining Winners in a Political Contest Sir Galahad Theory Characteristics of a Strong Candidate 	Robert Arnakis Senior Director of Programs The Leadership Institute
3:15-3:30 PM BREAK			
3:30-4:45 PM	Constitution and Government Overreach	<ul style="list-style-type: none"> A Rich History Purpose and Intent Rights and Limitations 	KrisAnne Hall The River School of Government
4:45-6:00 PM	Righteous Resistance	<ul style="list-style-type: none"> Biblical Background Political Responsibilities Government Overreach 	JC Hall The River School of Government
6:00-6:45 PM DINNER			
6:45-7:30 PM	Are You Ready to Run	<ul style="list-style-type: none"> Questions to Answer Before Announcing Knowing Your Race What does Winning Look Like? 	Scot Crockett Director of Grassroots Engagement The Leadership Institute
7:30-8:15 PM	Building a Campaign Plan	<ul style="list-style-type: none"> Elements of Campaign Plan Organization and Structure Programs and Budget 	Collin Corbett Co-Founder COR Strategies
8:00 PM ADJOURNMENT			

FRIDAY, DECEMBER 4TH			
TIME	SESSION TOPIC	KEY DISCUSSION POINTS	PRESENTER
Remainder of the Boot Camp	On-Camera Interview Techniques	A limited number of 15-minute time slots are available for political candidates to practice video taped interview one-on-one with a trainer. Homework and instructions will be emailed to candidates before the Boot Camp begins.	Contact Dena@LeadershipInstitute.org to apply for a practice time slot.
1:00-1:45 PM	Intuition, Reasoning, & Moral Foundations	<ul style="list-style-type: none"> • Understanding Decision Making • Moral Foundations • Using Intuitive Language 	Dena Espenscheid
1:45-2:30 PM	Building Communications	<ul style="list-style-type: none"> • Components of Campaign Communications • What Goes into Mail, Video, Online, and More • Cohesive Messaging 	Scot Crockett
2:30-3:15 PM	Message Development	<ul style="list-style-type: none"> • Leesburg Grid • Sticky Messages • Storytelling 	Robert Arnakis
3:15-3:30 PM		BREAK	
3:30-4:30 PM	Science of Persuasion	<ul style="list-style-type: none"> • 7 Principles of Persuasion • Using Political Persuasion • You Get What You Ask 	Dena Espenscheid
4:30-5:30 PM	Handling Negative Information	<ul style="list-style-type: none"> • Analyze the Attack • Six Strategies to Addressing Attacks • Execute, Evaluate, Repeat 	Collin Corbett
5:30-6:15 PM		DINNER	
6:15-7:15 PM	Volunteer Recruitment & Campaign Teams	<ul style="list-style-type: none"> • List Building • Activate Contacts • Recognition and Gratitude 	John Restuccia Leadership Institute
7:15-8:00 PM	Coalition Building	<ul style="list-style-type: none"> • Stakeholder Matrix • Roles, Responsibilities, Expectations • Effective Uses of Coalitions 	Heathers Sellers Campaign Consultant
8:00 PM		ADJOURNMENT	

SATURDAY, DECEMBER 5TH

TIME	SESSION TOPIC	KEY DISCUSSION POINTS	PRESENTER
8:15-8:30 AM BREAKFAST			
8:30-9:15 AM	Vote Goals and Voter Targeting	<ul style="list-style-type: none"> • Finding a Like Race • Calculating Win Number • Determining Swing Precincts 	Collin Corbett
9:15-10:15 AM	Voter Contact Plan	<ul style="list-style-type: none"> • Methods • List Selecting and Targeting • Early Vote Programs 	Scot Crockett
10:15-10:30 AM BREAK			
10:30-11:15 PM	Making a Budget	<ul style="list-style-type: none"> • Benefits of the Budget • Budgeting Principles • Programmatic Costs 	Mike Milligan Vice President Direct Mail Systems
1:15-12:00 PM	Finance Plan	<ul style="list-style-type: none"> • Donor Pyramid • Science of Persuasion • Vehicles for the Ask 	Mike Milligan
12:00-12:45 PM LUNCH			
12:45-1:30 PM	Finance Committees	<ul style="list-style-type: none"> • Benefits of a Finance Committee • Roles and Responsibilities • Developing Metrics 	Collin Corbett
1:30-2:30 PM	Personal Solicitation	<ul style="list-style-type: none"> • Donor Research • Personal Relationships • Making the Ask 	Mike Milligan
2:30-3:15 PM	Event Fundraising	<ul style="list-style-type: none"> • Logistics • Invitations • Hosts and Committees 	Heather Sellers
3:15-4:15 PM	Fundraising Workshop	Participants will work in teams to develop a fundraising plan for an assigned campaign.	All Faculty
5:00 PM ADJOURNMENT			