



Candidate Development 1 Day

Anytown, USA

Sample Agenda

*Topics subject to to change

TIME	SESSION TOPIC	KEY DISCUSSION POINTS	PRESENTER
8:30-9:00AM	Registration & Optional Breakfast		
9:00-9:15AM	Welcome	<ul style="list-style-type: none"> Welcome Introductions Agenda overview 	The Leadership Institute & Local Hosts
9:15-10:00AM	Strategic Research	<ul style="list-style-type: none"> Learn Yourself & Your Opponent Truly Understanding Your District Know Your Voters 	National Experts from The Leadership Institute
10:00-10:45AM	Developing a Campaign Plan	<ul style="list-style-type: none"> Elements of Campaign Plan Organization and Structure Programs and Budget 	National Experts from The Leadership Institute
10:45-11:00AM	Break		
11:00-11:45AM	Fundraising 101	<ul style="list-style-type: none"> Donor Pyramid Science of Persuasion Making the Ask 	National Experts from The Leadership Institute
11:45-12:30PM	Fundraising 102	<ul style="list-style-type: none"> Personal Solicitation Finance Committees Event Fundraising 	National Experts from The Leadership Institute
12:30-1:15PM	Lunch - With Remarks from Local Leaders		
1:15-2:00PM	Message Development	<ul style="list-style-type: none"> Leesburg Grid Sticky Messages Storytelling 	National Experts from The Leadership Institute
2:00-2:45PM	How to Communicate with Voters Effectively	<ul style="list-style-type: none"> Understanding Decision Making Moral Foundations Using Intuitive Language 	National Experts from The Leadership Institute
2:45-3:00PM	Break		
3:00-3:45PM	Grassroots Voter Contact	<ul style="list-style-type: none"> Vote Goals and Voter Targeting Volunteer Recruitment & Activities Coalition Building 	National Experts from The Leadership Institute
3:45-4:30PM	Paid Voter Contact	<ul style="list-style-type: none"> Budgeting to Win Voter Contact Plan Early Vote and Vote By Mail Programs 	National Experts from The Leadership Institute
4:30PM	Q&A and Adjournment		