



# 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

### **Handling Negative Information**

4:00 p.m. – 5:00 p.m.

Sample Agenda

# 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.

### **Presentation and Interview Techniques**

3:30 p.m. – 4:15 p.m.

- Tips and tricks for interviewing

### **Working with the News Media**

4:15 p.m. – 5:00 p.m.

- Top strategic communications imperatives

# 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
- Voter Registration
- 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

### **Door-to-Door**

1:30 – 2:30

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

### **Voter Contact Through Phones**

2:30 – 3:00

### **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

# Campaign Management School

## Day 4: Fundraising Workshop

**Welcome** – *Kirsten Holmberg, The Leadership Institute*

9:00 a.m. – 9:05 a.m.

### **Personal Solicitation Fundraising and Building a Network**

9:05 a.m. – 10:30 a.m.

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

### **Finance Plan**

10:30 a.m. – 11:15 a.m.

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

### **Fundraising Events**

11:15 p.m. – 12:15 p.m.

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

### **Lunch**

12:15 p.m. – 1:30 p.m.

### **Digital Fundraising**

1:30 p.m. – 2:15 p.m.

### **Applying Direct Mail Principles in a Campaign**

2:15 p.m. – 3:30 p.m.