

Campaign Academy

The Leadership Institute's Campaign Academy is an intensive multi-session program that gives candidates, and their volunteers the skills to win in today's competitive political arena. Each full-day workshop will be focused on a specific theme: strategy, communications, winning the invisible primaries, fundraising, and voter contact.

This program is primarily designed for individuals who are interested in looking to get involved at either a municipal or state level.

Winning campaigns are determined by quality candidates and campaigns making the best use of political strategy and tactics. The Leadership Institute (LI) is the premier organization for training elected officials, political candidates, campaign staffers, and public policy leaders.

LI's legendary training programs teach everything from overall strategy to practical nuts and bolts of successful campaigns. We have trained more than 250,000 people—20,000 in just the last two years! No other organization in the country has LI's history, experience, or record of accomplishment.

The Leadership Institute's programs utilize expert in-house staff with real-world experience working in campaigns and nonprofits and veteran faculty who are actively engaged in the public policy process at local, state, and national levels. Staff and faculty areas of expertise include:

- Campaign Management
- Candidate Development
- Fundraising
- Communications
- Grassroots and Community Organizing

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Big government affected principled Americans' professions so much, they've put their foot down and said, 'Enough is enough. I want my country back!' Their professions required a high level of drive, intensity, and commitment. So does the Leadership Institute's Campaign Academy.



Mark Levin

Author and radio talk show host

Campaign Academy

SAMPLE AGENDA

TIME	SESSION TOPIC	KEY DISCUSSION POINT
9:00 - 9:45 AM	Opening Session	Faculty, staff, and participant introductions
9:45 - 10:45 AM	Running for Office	Understand what character and professional traits provide a candidate with the greatest opportunity for success.
10:45-11:00 AM	Break	
11:00-11:45 AM	Campaign Strategy	Discuss the classic strategic goals for winning campaigns and decide which best suits the campaign.
11:45-12:30 PM	Volunteer Recruitment and Management	Determine the factors to research the district, opponent(s), and candidate(s).
12:30-1:15 PM	Lunch	
1:15 - 2:00 PM	Vote Goals & Voter Contact	Learn how political campaigns develop vote goal and reach voters.
2:00 - 2:45 PM	Campaign Organization	Comprehend how to staff campaigns, hire consultants, and recruit volunteers.
2:45 - 3:00 PM	Break	
3:00 - 4:00 PM	Recruiting Donors & Stakeholders	Present your candidate and campaign in the most favorable light.
4:00 - 4:30 PM	Questions and adjournment	

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Had I not attended the series I would have put more resources into mailers and left less shoe leather across the ward. (I walked the ward three times knocking doors). I believe the results would not have been in my favor.



Kevin Anderson

Mayor of Fort Meyers, FL

No one has done more to inspire and train conservatives than Morton Blackwell and the Leadership Institute



Mike Pence

Vice President of the United States

How to Register

To schedule this program or find out more about Leadership Institute's other programs, please contact the Grassroots Division.



Grassroots@LeadershipInstitute.org



703.247.2000