



**Leadership
Institute**

Texas Campaign School

Texas, 2019

*Topics subject to change

TIME	SESSION TOPIC	KEY DISCUSSION POINTS	PRESENTER
8:15-8:45 AM	Registration		
8:45-9:00 AM	Welcome by Host	<ul style="list-style-type: none"> • Welcome • Program Overview 	Local Speaker
9:00-9:15 AM	Introduction to LI	<ul style="list-style-type: none"> • Introductions • Agenda Overview 	Leadership Institute Staff
9:15-10:00 AM	Campaign Strategy	<ul style="list-style-type: none"> • Strengths and Weaknesses • 9 Classic Points 	Leadership Institute Staff
10:00-10:15 AM	Break		
10:15-10:45 AM	Vote Goals	<ul style="list-style-type: none"> • Choosing Methods • Finding Your Number 	Volunteer Faculty
10:50-11:20 AM	Voter ID and Targeting	<ul style="list-style-type: none"> • Understanding Voter Blocks • Segmenting Voters 	Volunteer Faculty
11:25-11:55 AM	Message Development	<ul style="list-style-type: none"> • Leesburg Grid • Sticky Messages 	Leadership Institute Staff
12:00-12:30 PM	Public Relations	<ul style="list-style-type: none"> • Drawing Positive Coverage • Writing a Press Release 	Leadership Institute Staff
12:30-1:30 PM	Lunch Including time for optional local speaker(s) (1:00-1:30)		
1:30-2:15 PM	Finance & Reporting Requirements	<ul style="list-style-type: none"> • • 	Local Speaker
2:20-2:50 PM	Budget	<ul style="list-style-type: none"> • Setting Metrics & Benchmarks • Needs vs Wants 	Volunteer Faculty
2:55-3:30 PM	Fundraising & Finance Plan	<ul style="list-style-type: none"> • Donor Pyramid • Fundraising Tools 	Leadership Institute Staff
3:30-3:45 PM	Questions for Leadership Institute & Close the Leadership Institute Portion of the Training		
3:45-4:45 PM	State-Specific Information	<ul style="list-style-type: none"> • • 	Local Speakers
4:45 PM	Close		