

# Candidate Development

The Candidate Development Workshop is designed to teach current and prospective candidates, and their teams the steps needed to run a successful campaign.

The workshop focuses on personal and political preparation for future service as an elected official and community leader. The topics covered include deciding to run, campaign staffing, fundraising, message development, and voter contact.

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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I got involved in politics to make a difference and stand up for my conservative principles. The information, training, and skills I learned through the Leadership Institute gave me the confidence to run a successful campaign.



**Kelly Fajardo**  
New Mexico State House  
of Representatives

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## 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	Strategic Research	Determine the factors to research the district, opponent(s), and candidate(s).
12:30 - 1:15 PM	Break	
1:15 - 2:00 PM	Message Development	Learn how to craft a message that resonates with both primary and general 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	The Art of the Ask	Discover what it takes to make a successful fundraising appeal.
4:00 - 4:30 PM	Questions and adjournment	

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I don't know of a single organization that trains more effective leaders on Capitol Hill than the Leadership Institute. And I say that because I am a personal beneficiary of some of the Leadership Institute's fine training.



### Mark Meadows

White House Chief of Staff, Former Congressman and Chair of the House Freedom Caucus

## 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](mailto:Grassroots@LeadershipInstitute.org)



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