



Leadership Institute Proposed Tracks and Programs for Conventions and Conferences

The tracks below have courses that build on each other. Each presentation can be attended as a stand-alone lecture if the attendees choose to move from track to track. Each 45-minute program will be planned for 30 minutes of presentation and 15 minutes for questions. Presentation length can be customized to individual conferences.

Communications Track

“The single biggest problem in communications is the illusion that it has taken place.” – George Bernard Shaw

It does not matter if you are talking to a close personal friend or a rally with 10,000 people, if you are not presenting your message in a way that connects with your audience and spurs them to action, you fail to communicate with them. In this track we’ll delve deep into how people perceive the words we speak, and how to craft superior messages based on the audience’s attitude and aptitude for politics.

Communicating Liberty: Mind the Gap

- Examine the Shared Values in America Culture
- Discuss which Values Drive the Electorate
- Learn to Frame your Message to Communicate the Desired Values

Recruiting Friends and Influencing Policy: KISS THEM!

- Study Decision-Making
- Examine Empathy
- Review Communication Styles

Words that Win

- Know your Voters
- Crafting a Message
- Work with Themes & Sub-Messages

Crisis Communications

- Handling Negative Information
- Crisis Management in Campaigns



Leadership Institute
Grassroots Program

For more information, contact
Dena Espenscheid
703.247.3559
DEspensched@LeadershipInstitute.org

Campaign Management

Winning campaigns from town dog catcher to President of the United States have common characteristics such as strategy, structure, and fundraising. The Campaign Management course provides the necessary skills to win any election.

Campaign Strategy

- Keys to a Winning Plan
- Successful Strategies
- Setting Metrics

Campaign Structure

- Types of Campaigns
- Staff & Volunteer Roles
- Staff Expectations & Pay

Hiring & Firing Consultants

- Pro's & Con's
- Hiring Campaign Consultants
- Staffing Pitfalls

Fundraising Overview

- Donor Pyramid
- Elements of Finance
- Do's & Don'ts of Raising Money



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Grassroots Organization

All politics is local. You may not be in political office, but the community organizer has a valuable role in guiding public policy and keeping elected officials accountable. Learn strategies for growing your organization, working with other like-minded leaders, lobbying at the local and national levels, and holding large and small events.

Growing Your Organization

- Providing Value
- Recruitment & Retention Strategies
- Sustaining your Organization

Building Coalitions

- Building New Coalitions
- Harnessing Existing Coalitions
- Effective Uses of Coalitions

Grassroots Lobbying Overview

- Setting a Pathway to Success
- Building a Grassroots Organization
- Mobilizing your Organization

Public Events

- When to Use Large or Small Events
- Types of Events
- Strategies for Earned Media



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Digital Media Track

Social media is still considered the new media. You may be on Facebook and Twitter, but are you using it effectively? In the Digital Media track you will learn tactics for building your social media presence, creating impactful posts, and increasing donations.

Social Media

- Using Digital Media to Target Audiences
- Building a Digital Network
- Telling a Story with Video & Pictures

Pop Culture & Policy: Winning the War of Ideas One Meme or Vlog at a Time

- Review of Good & Bad Examples
- Characteristics of Successful Posts
- How to Create Memes & Vlogs (video blogs)

Online Fundraising

- Solicitation Methods
- Web & Landing Pages
- Email & Other Digital Strategies



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Get Out The Vote Track

Rather you are a seasoned operative or brand new to the political scene, if you are not turning out your voters, you will not win elections. We'll review tried and true strategies for GOTV and explore new tactics to give your candidates the edge on Election Day.

Voter Contact

- Where are the Voters
- Canvassing & Voter Identification
- Targeting Messages to Voters

Early and Absentee Voters

- Targeting Early Voters
- Understanding Absentee & Early Voting Strategy
- Best Practices

Managing Volunteers

- Recruiting Volunteers
- Motivating Volunteers
- Managing Volunteers

Keys to Election Day

- GOTV Strategies
- Planning for GOTV
- Executing a GOTV Plan



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Grassroots Lobbying Track

Elected officials know they must listen to voters or risk losing their next election. Lobbying, or educating officials, is a sure way to guide their decisions throughout their term to impact public policy. In this track we'll discuss lobbying strategies, tactics, and events.

Grassroots Lobbying

- Setting a Pathway to Success
- Building a Grassroots Organization
- Mobilizing your Organization

Setting Up Town Halls

- Do's & Don'ts of Town Halls
- Controlling the Mic
- Protecting your Candidate

Organizing Fly-Ins and Drive-Ins

- Understanding Legislators' Schedules
- Timing is Everything
- Choose your Surrogates Carefully

Controlling Committee Testimony

- Work with Legislators
- Mandatory Message Discipline
- Getting Legislators to Listen