



To schedule an Academy or Workshop in your area, call the Leadership Institute Grassroots Department at 703-247-2000.

Campaign Management Workshop

One or two days

\$25-\$50 per person

The Campaign Management Workshop teaches you how to manage or contribute to a winning campaign. You will create campaign, finance, and communications plans as well as voter outreach and get-out-the-vote strategies.

Ideal attendees are campaign staff, candidates, activists, or groups interested in working on ballot initiatives, propositions, or legislation.

Attendees will learn how to:

- Develop Campaign Strategy
- Create Campaign Structure and Organization
- Hire and Fire Staff and Consultants
- Research
- Set Vote Goals and Targeting
- Build Coalitions & Manage Volunteers
- Get Out The Vote

In LI's two-day program, you divide into small groups and complete exercises based on real-life campaign situations that test your abilities in fundraising, media relations, and voter outreach.

In the optional second day attendees will conduct:

- Voter Contact Exercise
- Media and Public Relations Exercise
- Fundraising Exercise
- On Camera Exercise

Campaign Academy

Five full day sessions
\$350 per person

The Grassroots Campaign Academy is held in conjunction with local sponsoring organizations. This intensive, five-session program is designed to give potential and current candidates, campaign operatives, and activists an in-depth understanding of the skills needed to wage a modern political campaign. Due to the nature of this program, a minimum of 30 participants are required to conduct this program.

Future Candidate Workshop

One or two days
\$25-\$50 per person

The Future Candidate Workshop is designed to build on the Campaign Management Workshop. The program helps develop citizens to successfully run for office by building a grassroots organization. The workshop focuses on your personal and political preparation for a future career as an elected official and community leader.

Ideal attendees for the Future Candidate Workshop are individuals who are looking to become more politically active. Current candidates and campaign staff involved at any level should also attend.

Attendees will learn how to:

- Decide if they are ready to run
- Organize a campaign staff and structure
- Raise funds
- Communicate with voters
- Work with the media
- Win!

Activist Workshop

Half day, one day or two day

Price TBD

The Grassroots Activist Workshop teaches you how to build and mobilize a grassroots organization. This training prepares you to be able to confidently engage government officials, elected leaders, and stakeholders on your issues.

The two-day workshop is designed to build on the previous day by teaching you in-depth organizational and communication techniques that have been proven effective. You will learn how to craft a media outreach strategy and tactics for successful grassroots lobbying.

Ideal attendees for the Grassroots Activist Workshop are concerned individuals interested in impacting public policy. The workshop content is focused toward outreach at the municipal and state levels.

Attendees will learn how to:

- Develop a Strategic Plan
- Set Expectations
- Build Coalitions and Manage Stakeholders
- Understand the Fundamentals of Grassroots Lobbying
- Hold Elected Officials Accountable

On the optional second day, attendees will learn how to:

- Develop a Persuasive Message
- Conduct Public Relations and Earned Media
- Build Your Online Presence
- Practice Public Speaking on camera (optional)
- Develop a Fundraising Plan
- Identify and Target Voters
- Conduct Voter Registration Drives

Get-Out-The-Vote Workshop

Half day

Price TBD

The Get-Out-The-Vote (GOTV) Workshop teaches you voter contact strategies. Learn ways to implement effective targeted outreach to your supporters. Understand what resources are necessary and what is available for early and absentee voters.

In addition, you will learn how to develop a systematic plan to get the most out of mail, phones, door to door, and Election Day strategies that deliver successful results.

Ideal attendees for the GOTV Workshop are elected officials, current or future candidates for political office, campaign operatives, party officials, and campaign volunteers.

Attendees will learn how to:

- Identify and Target Voters
- Coordinate Election Day Activities
- Use Absentee and Early Voting Tools
- Recruit and Manage Volunteers
- Turn out Your Voters

Fundraising Workshop

Half day or full day

\$25-\$50 per person

The Fundraising Workshop provides an in-depth look at how you can improve your organization's fundraising efforts. You will learn how to develop a compelling and consistent message, and how to deliver it to increase visibility, supporters, and volunteers.

Ideal attendees for a Fundraising Workshop are activists, organization leaders and staff, campaign or party personnel, candidates, and elected officials who want to raise more money for their cause.

The Fundraising Workshop will teach you proven methods used by organizations, public policy groups, and campaigns.

Attendees will learn how to:

- Create a Fundraising Plan
- Build a Finance Committee
- Expanding the Donor Base
- Raise More Money

Political Communications Workshop

Half day

Price TBD

The Political Communications Workshop begins with a focus on communication strategy and moves through sophisticated communications tactics and practical, step-by-step guidance for implementing a successful communications plan.

Ideal attendees for the Political Communication Workshop are leaders, candidates, senior campaign staff, and activists who want to become powerful and persuasive communicators.

Attendees will learn how to:

- Understand How Audiences Judge and Choose
- Develop a Communication Strategy
- Develop a Persuasive Message
- Work with the News Media
- Interview Techniques

Customized Workshop

Half day or full day

Price TBD

Customized Workshops condense versions of any training currently offered or they combine lectures from different trainings. Workshops range from 2.5 hours to one day of training, and can be tailored to create the workshop of your choice.

Courses can include, but are not limited to, any of the previously listed topics. The client has the ability to choose course material.

Areas of concentration include:

- Activism
- Candidate Development
- Campaign Management
- Fundraising
- Communications
- Leadership Development