



**THE LEADERSHIP INSTITUTE**  
**Grassroots Campaign School**  
**Level I**

Chicago, IL – May 8<sup>th</sup>, 2010

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**Saturday**

<b>9:00-9:15</b>	<b>Introduction &amp; Overview</b>
<b>9:15-10:00</b>	<b>Campaign Structure and Organization – Patricia Simpson</b>
<b>10:00-11:00</b>	<b>Voter ID and Targeting – Joel Mowbray</b>
<b>11:00-11:15</b>	<b>BREAK</b>
<b>11:15-12:00</b>	<b>Recruiting and Motivating Volunteers – Patricia Simpson</b>
<b>12:00-1:00</b>	<b>LUNCH</b>
<b>1:00-2:00</b>	<b>Developing a Persuasive Message – Joel Mowbray</b>
<b>2:00-2:45</b>	<b>eCampaign – New Media – Jeffrey Hubbard</b>
<b>2:45-3:00</b>	<b>BREAK</b>
<b>3:00-3:45</b>	<b>Voter Contact-Door-to-Door &amp; Precinct Organization – Patricia Simpson</b>
<b>3:45-4:30</b>	<b>Fundraising-Finance Plan and Budget – Joel Mowbray</b>
<b>4:30-5:15</b>	<b>GOTV-Get-Out-the-Vote – Jeffrey Hubbard</b>
<b>5:15-5:30</b>	<b>Q &amp; A and ADJOURNMENT</b>

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