

Custom Campaign Schools

Commonwealth of Virginia – 2010

These three custom schools will be offered in:

Northern Virginia, 14 Aug.
Southwest Virginia, 11 Sept.
Hampton Roads, 18 Sept.

The half-day format is focused on communications with voters.

Ideal attendees for this Campaign School are conservative elected or party officials, current or future candidates for political office, campaign managers, campaign volunteers, and community activists.

Former Speaker of the U.S. House Tip O’Neill always said that all politics is local. Well, even beyond that, all politics is personal. People make decisions on a personal basis, and you need to connect with voters on a personal basis.

In this half-day session, we’ll thoroughly cover topics related to:

Presenting a Compelling Message

Handling Negative Information

Direct Voter Contact – Doors & Phones

Our instructors are experienced campaign professionals, and these particular sessions include Morton Blackwell, founder and President of the Leadership Institute and Virginia’s National Committeeman on the Republican National Committee.