

PROGRAM CATALOG



Training Conservative Activists, Students,
and Leaders since 1979

The Leadership Institute is a non-partisan educational organization approved by the Internal Revenue Service as a public foundation operating under Section 501(c)(3) of the Internal Revenue Code.

The Leadership Institute does not endorse, support, or oppose candidates or proposed legislation. The Institute has an open admissions policy; all programs are open to the public.

Contributions to the Leadership Institute by individuals, corporations, and foundations are tax-deductible.

PROGRAM CATALOG

Why learn the hard way by making
the same mistakes others have made?

Let the Leadership Institute
teach you how to win.

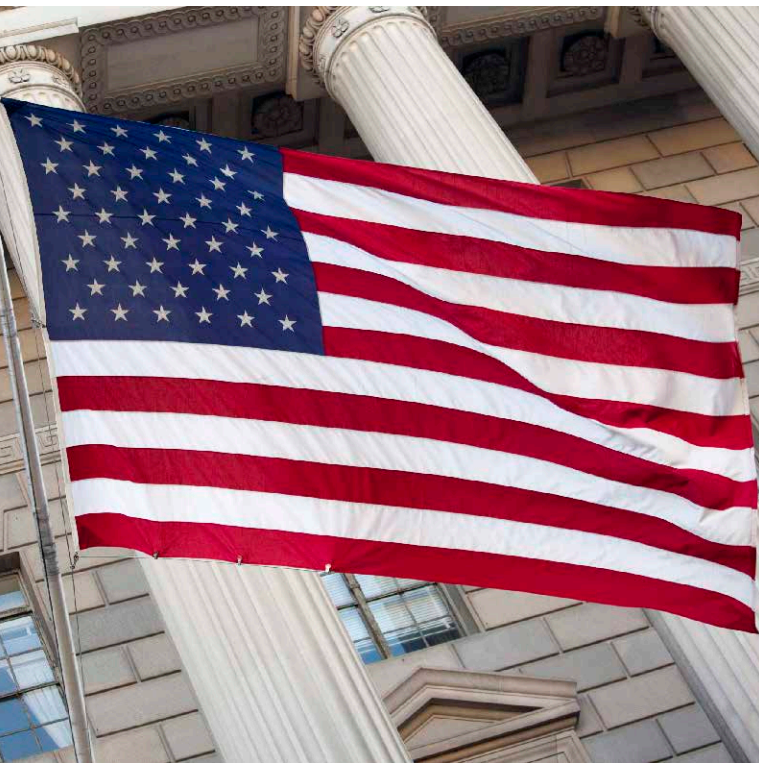


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The Real Nature of Politics



The winner in a political contest over time is determined by the number and effectiveness of the activists and leaders on the respective sides.

You have a moral obligation to study how to win.

Being right in the sense of being correct is not sufficient to win. The winner in a political contest is determined over time by the number and effectiveness of the activists on the respective sides.

The number and effectiveness of the activists on a given side is determined by its use of political technology, which includes organizational and communications technology.

If you allow your opposition to learn better how to organize and communicate than you do and they implement that technology, they will beat you no matter how right you are -- and you don't deserve to win.

You must learn how to win.

Morton C. Blackwell
President
Leadership Institute

About the Leadership Institute

Mission

The Leadership Institute's mission is to increase the number and effectiveness of conservative activists and leaders in the public policy process.

To accomplish this, the Leadership Institute (LI) identifies, recruits, trains, and places conservatives in government, politics, and the media.

Founded in 1979 by its president, Morton C. Blackwell, the Leadership Institute teaches conservatives the nuts and bolts of how to succeed in the public policy process.

The Institute strives to produce a new generation of public policy leaders unwavering in their commitment to free enterprise, limited government, strong national defense, and traditional values.

Institute graduates are equipped with practical skills and professional training to implement sound principles through effective public policy.

LI programs prepare thousands of conservatives each year.

Conservatives learn how to:

- Manage grassroots-oriented campaigns
- Organize independent conservative student groups
- Communicate a conservative message using the media
- Publish independent conservative school newspapers
- Succeed in the competitive field of broadcast media
- Run successfully for elected office
- Formulate policy as elected officials or key staff members

LI offers 47 types of training schools, workshops, and seminars, and a top-notch intern program.

The Institute also provides an Employment Placement Service to place conservatives in public policy positions, broadcast media, and non-profits at no cost to employers or job seekers.



The Leadership Institute offers 47 types of training schools, workshops, and seminars, and a top-notch intern program.

The Leadership Institute is the center of conservative activist training. No other organization provides more types of training to conservative activists each year.

Supporting the Conservative Movement

The Leadership Institute actively supports the entire conservative movement.

Unique among conservative non-profits, the Leadership Institute freely shares its most valuable resource -- its list of students trained and its list of conservative student campus groups -- with other conservative organizations.

LI information is used by other conservative organizations as a source of participants for their valuable programs, saving them countless hours of recruitment.

LI information-sharing benefits the entire conservative movement and connects conservatives to a nationwide conservative network and to a lifetime of civic involvement.

Virtually all significant conservative organizations across America now employ Institute graduates.

Every effort of the Leadership Institute grows the conservative movement.

From students and interns, to activists and leaders, the Leadership Institute trains every level of conservatives how to advance conservative ideas, values, policies, and principles to achieve victory.

The Leadership Institute identifies, organizes, and trains conservative college students to promote and defend their values on campus.

Tomorrow's conservative leaders begin their activism and political careers with the Institute's campus programs today.

LI's unique network includes hundreds of campus groups in all 50 states.



The Leadership Institute is headquartered in the Steven P.J. Wood Building in Arlington, Virginia, just minutes from Washington, D.C.

The Leadership Institute Difference

While many liberal organizations exist to increase the involvement of liberal activists, few similar organizations exist to serve conservatives. Because conservatism tends to focus on the power of ideas, most conservative organizations are think tanks and focus on policy or legislation.

The left excels at organizing and mobilizing large numbers of people -- activating them in the public policy process. While philosophy is very important, the lack of widespread, active conservative participation is one of America's greatest practical weaknesses.

LI increases the number and effectiveness of conservative activists and leaders in the public policy process. The Institute doesn't analyze policy; it teaches conservative Americans how to influence policy through direct participation, activism, and leadership.

Steven P.J. Wood Building

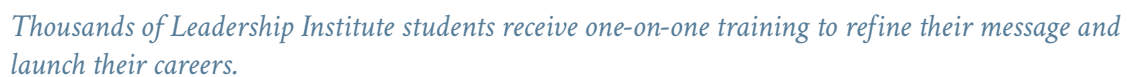
The Leadership Institute is headquartered in the Steven P.J. Wood Building in Arlington, Virginia, just minutes from Washington, D.C.

Included in this facility are a training center, professional multimedia studios, dormitories, and office space.

The Institute's F.M. Kirby National Training Center houses six expandable classrooms, all with an integrated audio visual system and a fully equipped kitchen. The LI Studios in the Sacher Multimedia Center features the fully functional Norma E. Zimdahl Master TV studio and video production services.

The Leadership Institute dormitories, located on the premises, provide accommodations for up to 46 people. The separate men's and women's dormitories house guests in bunk beds. Best of all, accommodations in the dormitories are included in the cost of many LI trainings.

The Emerson G. and Dolores G. Reinsch Center for Campus Reform occupies the second floor of the adjacent building.



For more than 15 years, the Leadership Institute's Sacher Multimedia Center has served as a resource for the conservative movement.

From a multi-camera project in the studio to online videos, the Sacher Multimedia Center in the Leadership Institute Studios provides professional video content and post-production.

It is the premier place for creating top-notch videos and receiving media training.

Thousands of Leadership Institute students receive one-on-one training to refine their message and launch their careers.

The videos shot in the studios receive millions of views every year, and hundreds of students benefit from media training and online courses.

To allow for multiple recordings and simultaneous observation, LI's studio space includes:

- A full classroom seating-and-viewing area outside of the master studio
- Two large, soundproof windows for students to observe interviews without disrupting recording
- A viewing monitor and extra seating in the control room for students to observe the editing process

Campus Leadership Program

NATIONAL FIELD PROGRAM

The National Field Program identifies and recruits conservative students on college campuses and helps them organize independent conservative groups and publications.

These independent groups and publications fight back against the radical leftists who dominate the faculty, administrations, student government associations, and campus life at the majority of American colleges.

This one-of-a-kind network is supported by LI's experienced team of regional field coordinators -- who are ready at a moment's notice to help conservative students promote and defend their principles on campus.

With LI training and support, these young conservatives learn to:

- Fight political correctness and classroom bias
- Start conservative publications
- Host conservative speakers and events on campus
- Introduce courses on conservative philosophy to university curricula
- Win student government elections
- Change campus policy

The Campus Leadership Program started in 1997 as a pilot program with only one staffer responsible for organizing and working with conservative students at campuses in the Washington, D.C. area.

From these modest beginnings, the Campus Leadership Program gradually expanded to all 50 states and is now the Leadership Institute's largest program.

CAMPUS TRAINING PROGRAMS

Youth Leadership School

2 days and nights, \$30
Housing and meals included
Bring this training to you!

The Leadership Institute's flagship school, nicknamed "the boot camp of politics," provides you with effective techniques to organize and lead mass-based youth efforts for candidates and causes of your choice.

The Youth Leadership School has launched more successful political careers than any other Leadership Institute training program.



The Youth Leadership School has launched more successful political careers than any other Leadership Institute training.

Students will learn how to:

- Build an effective student organization
- Get out the vote
- Earn media coverage (favorable publicity)
- Develop a public relations strategy
- Launch a successful career in politics

This school is held on college campuses across the country and at the Leadership Institute in Arlington, Virginia.

☒ **Request this training in your area at LeadershipInstitute.org/YLS**

Student Activism Conference

2 days, FREE
Housing and meals included

From lecture halls to student government, liberals dominate college campuses in America. Professors unabashedly demonstrate their bias in the classroom. Administrations give preference to left-wing student groups.

Far-left activists use threats, intimidation, and fear to silence conservative voices.

The Leadership Institute's Student Activism Conference (SAC) equips conservative student leaders to create a sustainable conservative presence on their college campuses. At the SAC, students will learn how to:

- Expand group membership
- Build coalitions on campus
- Raise funds
- Earn media attention for your effort

- Deliver a message on camera
- Host successful events and programs
- Develop a leadership succession plan
- Expose liberal bias and abuse

This event is for select Campus Leadership Program (CLP) leaders. Limited travel scholarships are available.

☒ **Groups can join the Campus Leadership Program at LeadershipInstitute.org/JoinCLP**

Campus Election Workshop

3 hours, FREE

Meal included

Bring this training to you!

Student governments control funding for student groups, decide which speakers come to campus, and influence administration

policies. Too often, student governments are downright hostile to conservatives.

The Campus Election Workshop teaches you how to run for -- and win -- student government elections.

The workshop equips you with time-tested but innovative campaign techniques to win your campus election. Students learn how to recruit candidates, build an organization, develop campaign strategies, target, and turnout voters.

The Campus Election Workshop is held online and on college campuses across the country upon request.

☒ **Request this training at LeadershipInstitute.org/CEW**

The Campus Election Workshop teaches you how to run for -- and win -- student government elections.



Campus Journalism

CAMPUSREFORM.ORG

Campus Reform, a project of the Leadership Institute, is America's leading site for college news.

As a watchdog to the nation's higher education system, Campus Reform exposes liberal bias and abuse on the nation's college campuses.

LI's team of professional journalists works alongside student activists and student journalists to report on the conduct and misconduct of university administrators, faculty, and students.

Campus Reform holds itself to rigorous journalistic standards and strives to present each story with accuracy, objectivity, and public accountability.



"The website Campus Reform -- there's your reason to be optimistic. Young people's rejection of liberalism may just be a trickle now but it's going to become a flood."

Rush Limbaugh



As a watchdog to the nation's higher education system, Campus Reform exposes bias and abuse on the nation's college campuses.

CAMPUS REFORM

CAMPUS CORRESPONDENT

The Leadership Institute's Campus Reform Campus Correspondent Program recruits, cultivates, and pays conservative student journalists all across the country to investigate and report liberal bias on college campuses throughout their state.

These student contributors, working as investigative reporters, work hand-in-hand with Campus Reform's team of professional journalists to develop their writing and reporting skills, build a professional network, and get published in national media outlets.

CONSERVATIVE STUDENT PUBLICATIONS TRAINING

Student Publications Workshop

3 hours, FREE

Meal included

Bring this training to you!

Learn how to start your own independent campus publication from the ground up. Taking place online or in-person on your campus, this intensive three-hour training will give you the tools to start a conservative campus publication.

You will learn how to:

- Write in a news-reporting style
- Make an impact on campus with your stories

- Recruit dedicated staff
- Promote your publication on campus and on social media
- Take powerful photographs
- Fund your publication with advertising and donations
- Create an appealing layout design
- Navigate media laws and ethics

☒ Request this training in your area at LeadershipInstitute.org/SPW



Campus Correspondents work hand-in-hand with Campus Reform's team of professional journalists.

Advanced Student Publications Workshop

3 hours, FREE

Meal included

Bring this training to you!

Take your publication to the next level with an Advanced Student Publications Workshop.

Existing conservative publications affiliated with LI can have a professional journalist from Campus Reform analyze their publication and develop a customized training on how to:

- Polish investigative journalism skills
- Amplify stories with video
- Modify layout and design
- Expand readership
- Raise funds with personal solicitation and direct mail
- Create earned media to drive more attention to your story

☒ **Request an Advanced Student Publications Workshop at LeadershipInstitute.org/AdvSPW**

Walter Kandel Balance in Media Grant

LI's Balance in Media Grant aims to establish and sustain independent, conservative publications on American campuses and to expose bias and abuse among leftist administrators, students, and faculty. This one-time grant can award conservative publications up to \$750.

Recipient publications are required to adhere to rigorous standards of journalism and design. Each story must be presented with accuracy, objectivity, and public accountability.

At least two of the publication's staff members must have been trained in a regular or advanced Student Publication Workshop in order to receive this grant.

After you've completed a successful Student Publications Workshop and have a draft or published content for your new conservative publication, you'll be eligible for a Walter Kandel Balance in Media Grant of up to \$750.

☒ **Apply online at LeadershipInstitute.org/campus**



LI's Balance in Media Grant aims to establish and sustain independent, conservative publications on American campuses and to expose bias and abuse among leftist administrators, students, and faculty.

Career Services and Career Training Programs

CAREER SERVICES

The Leadership Institute can assist you in every step of your career. LI offers personalized career counseling, an online job bank, and six specialized career trainings.

LI's career training gives you the skills to make yourself an invaluable asset to your employer.

When you are on the job hunt and require personal attention, the Leadership Institute's free Employment Placement Service and ConservativeJobs.com work to connect you with job opportunities and top-notch advice.

Employment Placement Service

The Leadership Institute's Employment Placement Service is the one-stop shop for both conservative job seekers and employers.

Land Your Dream Job

Whether you are a polished executive or a young up-and-comer, the Institute's Employment Placement Service can help you find the right job in public policy, government, the news media, business, or on Capitol Hill.



Contact the Leadership Institute today to set up a free personal career consultation or an in-depth resume interview.

Find the Right Staff

The only thing more difficult than finding the right job is finding the right staff, and LI's Employment Placement Service is much more than a list of names and resumes.

Employers from across the country look to the free Employment Placement Service for pre-screened, qualified candidate referrals of all types -- from entry-level activists to seasoned executives.



Contact the Leadership Institute today for a confidential candidate search based on your organization.

ConservativeJobs.com



ConservativeJobs.com is a free online service that connects conservative job seekers with potential employers.

As a job seeker, you can create a professional profile, upload your resume, and review hundreds of job openings posted by employers.

As an employer looking for staff, you can create a recruiter profile, post job listings, search through hundreds of profiles, and contact job seekers directly.

☒ **Create an account and get started at ConservativeJobs.com**

Intern Program

Each year, the Leadership Institute invites the best Youth Leadership School graduates to join one of the three intern classes in the spring, summer, and fall.

Interns are placed in one of the Leadership Institute's many departments. They receive personal mentoring from supervisors and complete high-responsibility projects.

Interns attend all LI trainings free of charge, host conservative leaders at private weekly dinners, visit Members of Congress on Capitol Hill, and experience all D.C. has to offer.

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Each intern leads a discussion on a book which has shaped the conservative movement. No two days in the office are the same.

An LI internship includes:

- Free housing at the Sacher House, located a short walk from LI
- \$825 stipend per month
- Free tuition to all LI trainings for one year
- \$200 book allowance
- Private meals with conservative VIPs
- Projects of high responsibility
- Priority status in LI's Employment Placement Service

Intensive training, work experience, and the technical skills learned during the internship prepare Leadership Institute interns for successful careers in government, politics, and the media.

☒ **Apply for an LI internship at**
LeadershipInstitute.org/intern

LI's career training gives you the skills to make you an invaluable asset to your employer.



Intensive training, work experience, and the technical skills learned during the internship prepare Leadership Institute interns for successful careers in government, politics, and the media.

CAREER TRAINING

Broadcast Journalism School

2 days, \$75

Housing and meals included

Held at LI headquarters

The Broadcast Journalism School provides you with the training necessary to obtain a position and build a career in the highly competitive, liberal-dominated field of broadcast journalism.

This intense two-day seminar gives aspiring journalists the skills necessary to bring balance to the media and succeed in broadcast journalism.

Students will learn to:

- Find broadcasting internships and jobs
- Write for broadcast
- Develop a top-notch resume tape



Every year, hundreds of young conservatives get their start in politics thanks to the Leadership Institute's career services and career training programs.

Civil Service Opportunity School

2 days, \$75

Housing and meals included

Held at LI headquarters

No longer should conservatives allow liberals to monopolize the bureaucracy.

Learn from top Washington insiders how to break into the liberal-dominated civil service. The Leadership Institute's Civil Service Opportunity School teaches you how to get a job and succeed in the civil service.

Whether you are a newcomer to Washington, D.C. or you are looking for

a career change, this intensive three-day seminar gives you the tools necessary to begin your career in the civil service.

Topics covered include:

- The hiring process
- Creative ways to enter government
- Which departments are right for you
- The political management of the bureaucracy

Many schools held at the Leadership Institute provide FREE housing!

Conservative Career Workshop

1 day or 2 evenings, \$75

Meals included

Held at LI headquarters

The Conservative Career Workshop is designed to help you sharpen your professional skills or help you search for your next career move. Whether you're looking for a job or have a job, this workshop is valuable to all.

Expert faculty will teach you how to highlight your personal strengths to appeal to employers who do the hiring.

Hundreds of LI graduates now work in congressional offices and throughout conservative organizations.

You will learn how to:

- Find your career path in the conservative movement
- Successfully get a job on the Hill
- Negotiate your salary
- Enhance your resume and interview skills
- Effectively brand yourself

Conservative Intern Workshop

1 day, FREE

Meal included

Held at LI headquarters

The Conservative Intern Workshop is designed to help you find an internship in D.C. or make the most of the one you have. Learn how to maximize your time interning in our nation's capital.

Job opportunities result from good internships. Be a few steps ahead of the pack, and stand out from the rest.

You will learn how to:

- Network professionally and personally
- Manage your time and personal finances
- Make favorable first impressions and dress for success
- Take advantage of opportunities for young professional conservatives in D.C.

Effective Legislative Hearing Training

2 evenings, \$50

Meals included

Held at LI headquarters

Legislative hearings are often run poorly and end up being disasters. However, hearings succeed when they are planned well.

The Leadership Institute's Effective Legislative Hearing School cuts through the



The Leadership Institute's Effective Legislative Hearing Training cuts through the confusion and teaches conservatives how to organize an effective legislative hearing.

confusion and teaches conservatives how to organize an effective legislative hearing.

This training helps Members of Congress, Capitol Hill staff, and conservative activists maximize results during the entire hearing process from start to finish.

You will learn to:

- Organize and run a hearing without letting it become a disaster
- Prepare your member to look like a hero with the best facts and talking points
- Score public relations victories with proven strategies for your cause

Foreign Service Opportunity School

3 days, \$100

Housing and meals included

Held at LI headquarters

Many decisions relating to the United States and its interests are made by career Foreign Service Officers, not elected officials. Unfortunately, this means those decisions often are not truly representative of election results or U.S. interests.

The Foreign Service Opportunity School prepares conservatives to pass the U.S. Foreign Service exam and gain entry to the diplomatic corps.

School faculty explain the complex testing process and teach you how you can improve your chances to become a professional Foreign Service officer.

A heavy emphasis is also placed on other careers in the field of international relations.

You will learn to:

- Understand the Foreign Service
- Counter liberal dominance at the State Department
- Increase your chances of passing the Foreign Service Exam
- Find other careers in international relations



The Foreign Service Opportunity School has prepared many conservatives to pass the U.S. Foreign Service exam and gain entry to the diplomatic corps.

Activism Training

Activist Workshop

1 day (optional second day), \$25

Meal included

Bring this training to you!

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

The one-day workshop teaches you effective in-depth organizational and communication techniques.

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 who want to make an impact on public policy. The workshop content is focused on 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 an online presence
- Practice public speaking on camera (optional)
- Develop a fundraising plan
- Identify and target voters
- Conduct voter registration drives



The Grassroots Activist Workshop teaches you how to build and mobilize a grassroots organization.

Activist Workshop, Advanced

1 or 2 day, \$100 or \$150

Meals included

Bring this training to you!

The Advanced Activist Workshop is designed to build on LI's Activist Workshop by teaching you effective in-depth organizational and communication techniques.

You will learn how to build a grassroots organization and tactics for successful grassroots lobbying. This workshop is suitable for experienced activists.

Lectures given in the one-day school are:

- Precinct organization
- Advance and operations

- Public speaking
- Networking for success

- Digital media
- Hosting a house party
- Fundraising events
- Voter registration drives

Custom Activist Workshop

Half day or full day, contact LI for pricing

Meal included

Bring this training to you!

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

Areas of concentration include:

- Activism
- Candidate development
- Campaign management
- Fundraising
- Communications
- Leadership development



Register for activism training at LeadershipInstitute.org/Training

Campaign Training

Campaign Academy

Five full day sessions over five months, \$350
Meals included
Bring this training to you!

Over five comprehensive sessions -- and through online seminars in between -- LI's Campaign Academy empowers potential and current candidates and campaign leaders to win races for elected office.

This training prepares conservatives in a matter of weeks -- not years -- to run and win.

Conservatives who enroll in LI's rigorous training program gain the skills to wage a modern political campaign. You'll cover the nuts and bolts of strategy, messaging, campaign-building, fundraising, and get-out-the-vote techniques.

The Campaign Academy is co-sponsored by conservative organizations in your area.

Due to the nature of this program, a minimum of 30 participants are required.

Campaign Data Workshop

Half day, \$20
Meal included
Held at LI headquarters

Most campaigns struggle to reach the right voters and to deliver them on Election Day. Campaigns lacking the right voter data waste time, talent, and treasure -- and often lose by close margins. You can be the winning difference.

The Leadership Institute teaches you the basics of working with campaign data. The Campaign Data Workshop gives you a first-hand look at voter data management by reviewing real case study election samples of what has to be done from start to finish.

This evening workshop presents the best practices of campaign leaders and introduces the basics of a data-driven campaign. You will learn what a vendor can provide and what you can expect from going it alone.

Ideal attendees for the Campaign Data Workshop are campaign managers, staff, and candidates who want to understand some of the best methods of managing their voter data.

Attendees will learn how to:

- Introduce and implement data into their campaign plan
- Apply the basics of data-driven campaign technologies
- Identify essential metrics for key voter targeting
- Use technology as a force multiplier
- Manage teams to develop the most effective GOTV strategy

Campaign Management School

4 days, \$250

Housing and meals included

Held at LI headquarters

The Campaign Management School teaches you how to win elections. This premier campaign training provides future candidates, campaign managers, and staff with the tools and information necessary to organize a winning campaign.

"The Leadership Institute is where conservative activists, candidates, and campaign workers go to receive the training they need to win elections."

*Alex Mooney
Congressman, West Virginia,
District 2*

Regardless of the level of your political experience, learn the experts' secrets of an effective campaign from announcement to Election Day. LI faculty includes today's most experienced campaign professionals.

You will learn how to:

- Develop a winning campaign strategy
- Target and identify voters
- Manage grassroots outreach
- Raise funds

Campaign Management Workshop

1 or 2 days, \$25-\$50

Meal included

Bring this training to you!

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.

You will learn how to:

- Develop a campaign strategy
- Create a campaign structure and organization
- Hire and fire staff and consultants
- Research your district, constituents, and opponent

**Many schools held at
the Leadership Institute
provide FREE housing!**



Regardless of the level of your political experience, learn the experts' secrets of an effective campaign from announcement to Election Day. Our faculty includes today's most experienced campaign professionals.

- Set vote goals and targeting
- Build coalitions and manage volunteers
- Get out the vote

- Fundraising exercise
- On-camera exercise

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.

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

In the optional second day, attendees will conduct:

- Voter contact exercise
- Media and public relations exercise

Future Candidate School

4 days, \$250

Housing and meals included

Held at LI headquarters

LI's unique Future Candidate School teaches potential candidates the steps to take today to ensure a winning campaign in the future. The training focuses on your personal and political preparation for a future career in elected office.

The nation's top campaign experts and leading political consultants will show you how to prepare yourself for a successful candidacy.

You will learn to:

- Develop the attributes of effective candidates
- Build a strong base of grassroots support
- Define and polish your message
- Deliver a powerful fundraising pitch

Future Candidate Workshop

1 or 2 days, \$25-\$50

Meals included

Bring this training to you!

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!

Get-Out-The-Vote Workshop

Half day, contact LI for pricing

Meal included

Bring this training to you!

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.



The Get-Out-The-Vote Workshop teaches you voter contact strategies. Learn ways to implement effective targeted outreach to your supporters.

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:

- Recruit and manage volunteers
- Identify and target voters
- Use absentee and early voting tools
- Coordinate Election Day activities
- Turn out their voters

Political Voter Mail Workshop

1 day, \$40

Meal included

Bring this training to you!

Advance your cause from the mailbox to the ballot box. The Political Voter Mail Workshop focuses on political persuasion, not direct mail fundraising. The training teaches voter mail tactics to mobilize your voters and get them to the polls.

You will learn how to:

- Acquire quality voter lists
- Choose designs and layouts to maximize your effort
- Coordinate voter mail and voter contact programs



Register for campaign training at LeadershipInstitute.org/Training

Advance your cause from the mailbox to the ballot box.



Communications Training

Political Communications Workshop

Half day, contact LI for pricing

Meal included

Bring this training to you!

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 presentations
- Develop a communication strategy
- Develop a persuasive message
- Work with the news media
- Interview successfully

Communications Workshop

Half day, \$25

Meal included

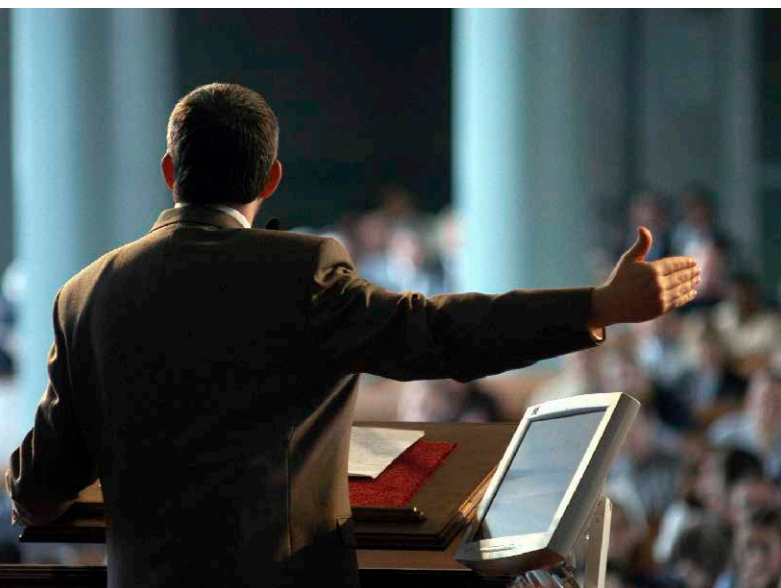
Held at LI headquarters

The Communications Workshop is designed to help you better connect with people. The workshop provides an in-depth look at how you can design and improve your organization's communications.

You will learn how to develop a coherent and compelling message, enabling you to increase your visibility, supporters, and funds.

Ideal attendees for a Communications Workshop are organization spokespeople, campaign or party communications directors, press secretaries, candidates and elected officials, public policy organization staff, and conservatives who want to present their ideas persuasively.

The Communications Workshop teaches you proven methods to be a better communicator.



The Debate Workshop will offer an overview of debate, teaching you how to effectively prepare, take control, and win.

You will learn how to:

- Connect with people
- Craft a message
- Use the right words
- Use values to communicate

Debate Workshop

1 day, \$100

Meal included

Held at LI headquarters

Learn effective debate techniques at the Debate Workshop. LI's expert faculty will offer an overview of debate, teaching you how to effectively prepare, take control, and win.

You will learn how to:

- Distinguish between the types of debate and successfully prepare for each
- Skillfully navigate Q&A
- Handle the unexpected and stand your "rhetorical ground"
- Turn hecklers to your advantage

Debate Workshop, Advanced

1 day, \$100

Meal included

Held at LI headquarters

Attendees who complete the introductory Debate Workshop have the opportunity to apply the skills and principles learned and receive a valuable one-on-one critique.

At the conclusion of the workshop, you will receive footage of your debate performance.

Online Journalism Workshop

2 evenings, \$75

Housing and meals included

Held at LI headquarters

The rise of the web changed the news media forever.

It's bad news for traditional media outlets. But it can be great news -- and a big break -- for conservatives who want to advance their writing and reporting careers -- if they know how to take advantage of it.

Join LI's expert faculty at the Online Journalism Workshop and find out how to start your career in online journalism.

You will learn how to:

- Decide what type of reporter you want to be -- and how to market yourself
- Dissect a news story to write an article worth reading
- Incorporate video to add value to the story and your career

Public Relations School

3 evenings, \$100

Housing and meals included

Held at LI headquarters

The success of your organization, cause, or candidate depends on how well a message is communicated by the media. The words you use matter.

Attend the Leadership Institute's Public Relations School and discover how to translate the words you want to use into a media strategy for positive coverage.

You will learn how to:

- Develop the right message for your target audience
- Use social media to spread that message
- Build valuable relationships with the media

Public Relations School, Advanced

3 evenings, \$100

Housing and meals included

Held at LI headquarters

Earned media is crucial to your work -- whether you're promoting policy, highlighting your organization's accomplishments to the press, or trying to navigate a crisis situation.


Plus, your ability to get positive earned media attention is resume gold.

Learn how you can maximize your media opportunities at the Leadership Institute's Advanced Public Relations School.

You will learn how to:

- Successfully pitch the media
- Craft a compelling message for your audience
- Generate earned media for your organization, cause, or campaign

You'll also get valuable, hands-on communications experience. You'll be divided into communications teams with other class attendees to work through strategy and message development.



**"This was wonderful!
Very useful. I had
PR classes in college,
but this was a great
refresher. I loved the
chance to 'deep dive'
into concepts I face
daily at work!"**

*Rachel Gillespie
Former Director of Communications
Bill of Rights Institute*

Then your team will conduct a live, mock press conference. PR professionals will critique your efforts and offer helpful tips you can apply immediately.

Public Speaking Workshop

1 day, \$100

Meal included

Held at LI headquarters

Learn the basics of message construction and delivery and finally understand how the best communicators do it.

You will receive practical lessons and personalized feedback, and participate in in-class exercises to make you a better, more confident public speaker.

Your instructors are communications professionals with decades of experience in public speaking instruction. You will benefit from their insight, real-world examples, and practical advice.

You will learn how to:

- Deliver speeches professionally
- Overcome common fears about speaking in public
- Organize and prepare effective speeches
- Think on your feet in impromptu speeches

Many schools held at the Leadership Institute provide FREE housing!

Public Speaking Workshop, Advanced

Half day, \$200

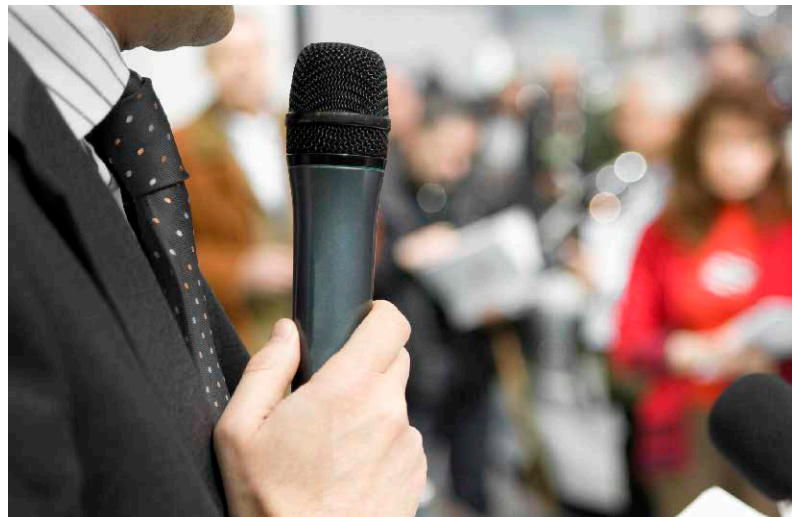
Meal included

Held at LI headquarters

Students who have completed the Leadership Institute's Public Speaking Workshop are now prepared to be confident and effective communicators.

In three intense hours, the Advanced Public Speaking Workshop provides you with the opportunity to further hone your communication skills. You will give a short speech and receive valuable feedback from a speechwriter who served in three presidential administrations.

You will receive footage of your speech performance.



In the Public Speaking Workshop you will receive practical lessons and personalized feedback, and participate in in-class exercises to make you a better, more confident public speaker.

Public Speaking Workshop, One-on-One

Custom, contact LI for pricing
Held at LI headquarters

The One-on-One Public Speaking Workshop is a custom training developed for the specific demands of each student.

The full resources of the Leadership Institute's faculty are made available to you, by appointment and as faculty schedules allow.

Television Workshop, Introduction to Techniques

Half day, \$100
Meal included
Held at LI headquarters

You don't get much lead time before an interview, so take advantage of the time you have now to learn what makes a successful TV appearance. Don't let your unpreparedness keep you from representing yourself or your organization well.

You will learn how to:

- Develop your message for TV
- Speak in sound bites
- Look like a professional on camera
- Avoid the mistakes which identify you as a rookie

Practice in the Institute's TV studio so you're ready for the real thing.



Students who have completed the Leadership Institute's Public Speaking Workshop are now prepared to be confident and effective communicators.

Television Workshop, On-Camera

Half day, \$125
Meal included
Held at LI headquarters

The on-camera workshop takes place in front of the TV cameras in LI's Norma Zimdahl Master Studio in the Sacher Multimedia Center.

You will be coached through two rounds of mock interviews (one-on-one at a news desk and satellite) while receiving personalized critiques and feedback on how to better tailor your message for TV.

Individuals who attend the on-camera workshop receive footage of their performance. Class size is limited to maximize your time on camera.

Television Workshop, One-on-One

Half day, contact LI for pricing
Held at LI headquarters

The One-on-One Television Workshop is a custom training developed for the specific demands of each student. The full resources of the Leadership Institute's studios and faculty are made available to you, by appointment and as the studio schedule allows.

Written Communications Workshop

2 evenings, \$60
Housing and meals included
Held at LI headquarters

LI's Written Communications Workshop is intended for writers in print and online media. This workshop teaches professional writing techniques required on Capitol Hill, for publication, and for many jobs in public policy organizations.

"Attending the Written Communications Workshop helped propel my career as a columnist."

*Matt Lewis
Senior Contributor
Daily Caller*

Learn how to present your views effectively in this two night training. Expert faculty will show you the landscape of jobs for writers and prepare you for writing intensive jobs in public policy, journalism, and communications.

You will learn to:

- Advance your career in writing-intensive jobs
- Write persuasively and professionally
- Draft effective press releases and media advisories
- Use social media to promote your work
- Get published

☒ **Register for communications training at LeadershipInstitute.org/Training**



The on-camera workshop takes place in front of the TV cameras in LI's Norma Zimdahl Master Studio in the Sacher Multimedia center.

Digital Training

Digital Analytics Workshop

1 or 2 evenings, \$30

Meals included

Held at LI headquarters or online

The Digital Analytics Workshop gives you a foundation in data management and analysis, from website traffic to email marketing to working directly with databases.

Multiple types of Digital Analytics Workshops are offered. Each workshop has its own focus to offer you in-depth training with practical tips and techniques to apply right away.

Digital Communications Workshop

2 evenings, \$50

Meals included

Held at LI Headquarters or online

The Digital Communications Workshop gives you a foundation in email marketing, writing for the web, and social media strategy.

Multiple types of Digital Communications Workshops are offered. Each workshop has its own focus to offer you in-depth training with practical tips and techniques to apply right away.

"The Leadership Institute has made such a difference for our country, giving young conservatives the skills to go home and make a difference."

Joe Wilson

*Congressman, South Carolina,
District 2*



The Digital Creative Workshop gives you a foundation in design, photography, and video editing for websites, social media, and email newsletter.

Digital Creative Workshop

2 evenings, \$30

Meals included

Held at LI Headquarters or online

The Digital Creative Workshop gives you a foundation in design, photography, and video editing for websites, social media, and email newsletters. Multiple types of Digital Creative Workshops are provided.

The Digital Creative Workshop is a hands-on learning experience. Past experience with design, photography, or video editing is not necessary.

The workshop is designed to be at a 101 level, so you'll get an introduction to, and solid foundation in, each of the topics.

You will need to bring your own laptop and to purchase or download trial copies of the programs.



**Register for digital training at
LeadershipInstitute.org/Training**

Fundraising Training

Direct Mail School

2 days, \$150

Meals included

Held at LI headquarters

The Leadership Institute's own direct mail fundraising has become famous in the conservative movement.

Donors acquired through its direct mail have given LI more than \$190,000,000.

Let LI professionals and experts from other organizations teach you how to raise money and generate a steady, growing revenue base for your campaign or organization.

You will learn to:

- Implement proven direct mail concepts
- Build your donor file
- Write successful letters
- Design mail packages that people will open
- Apply examples of reliable direct mail programs

Grant Writing Workshop

Half day, \$35

Meal included

Held at LI headquarters

What percentage of your total income comes from grants? Would you like it to be more?

The Grant Writing Workshop provides an overview of how your non-profit or corporate foundation can potentially increase the success rate of your proposal process. You will learn the elements of building a proposal: the executive summary, introduction, statement of the problem, building a case for support, budgets, and more.

This evening workshop will take a deeper look into what foundations look for in proposals, as well as tips for research, and how your organization can gain income from foundation grants.

Ideal attendees for the Grant Writing Workshop are conservatives who want to raise more money for their cause through foundation grants by using proven methods to get your organization's grant considered.

Attendees will learn how to:

- Write a persuasive one-page proposal
- Craft proposals that result in foundation donations
- Use the best research tools and methods to find potential partner foundations
- Write a Letter of Inquiry, a cover letter, and full proposal

High-Dollar Fundraising School

2 days, \$150

Housing and meals included

Held at LI headquarters

The High-Dollar Fundraising School teaches you how to maximize your revenue potential and raise funds through personal solicitation, capital campaigns, and planned giving programs.

You will learn to:

- Operate a high-dollar, low-volume direct mail program
- Create a case for giving
- Upgrade current donors
- Organize successful fundraising events
- Write grant proposals

Fundraising Workshop

Half day or full day, \$25-\$50

Meal included

Bring this training to you!

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.



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

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
- Expand the Donor Base
- Raise More Money



**Register for fundraising training at
LeadershipInstitute.org/Training**

International Training

BRING LI TRAINING TO YOUR COUNTRY

The Leadership Institute brings training to conservative and pro-liberty activists, students, and leaders around the world. To bring a program to your country, contact the International division

 [at LeadershipInstitute.org/International](https://www.leadershipinstitute.org/International)

International School of Fundraising

The Leadership Institute's International School of Fundraising provides a week of intense training. This program is designed for leaders, candidates, prospective candidates, political party leaders, and conservative and pro-liberty organizational entrepreneurs.

Participants learn to raise funds through:

- Personal solicitation
- Online platforms
- Capital campaigns
- High-dollar direct mail
- Sustained giving programs
- And more

Participants who graduate from this program return home prepared to boost the funds they can raise to achieve their public policy goals.

This program is taught by the Leadership Institute's top faculty, with a special emphasis on speakers who have had success in fundraising outside of the United States.

International School of Campaign Management

Developed by campaign experts, the International School of Campaign Management is an intensive and rigorous multi-day program for candidates, campaign professionals, political organization leaders, and top activists.

You will learn to design, plan, and execute a successful political campaign.

From the earliest stages of research and the decision to seek office, to crafting a message and building a campaign team, to intensive and targeted voter contact, the expert faculty of the International School of Campaign Management covers the building blocks of an effective campaign.



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

International School of Political Communications

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

This program is designed for leaders, aspiring leaders, and activists who want to become powerful and persuasive communicators for their cause.

International Specialized Training

Specialized training programs for international participants are designed jointly by the Leadership Institute and international partners to provide participants with high quality training in specific topics related to leadership, organization, and communications.

Topics and lectures are selected from more than 40 different presentations already developed by the Leadership Institute or developed specifically for the program.

Conservative Events

Wednesday Wake-Up Club Breakfast

LI's Wednesday Wake-Up Club Breakfast is held the first Wednesday of each month and is an excellent opportunity for friends of the Institute to meet leading conservative speakers and hear their thoughts on current affairs.

Held in the F.M. Kirby National Training Center of the Leadership Institute's Steven P.J. Wood Building, these meetings begin at 7:30 a.m. with a buffet breakfast. The program begins at 8 a.m.

Registration is only \$15 per person, which includes breakfast. However, if you become a Wednesday Wake-Up Club member, you receive 12 breakfasts for the price of 10.

These breakfast meetings offer a great chance to share food and fellowship with conservative friends. Past breakfasts have been attended by Members of Congress, public policy experts, and columnists.

Many Leadership Institute donors, faculty, and graduates from the D.C. metropolitan area come to enjoy these monthly events.

☒ Register for the next breakfast at LeadershipInstitute.org/breakfast



Americans for Prosperity President and Leadership Institute graduate, Tim Phillips, addresses Wednesday Wake-Up Club attendees.



At the National Conservative Fourth of July Soiree, you will enjoy delicious barbecue, a bluegrass band, patriotic speakers, and a photobooth, a balloon artist, face-painting, and a moonbounce for the kids.

National Conservative Fourth of July Soiree

The Leadership Institute, with other conservative organizations from the Washington, D.C. area, hosts this annual event for family and friends to celebrate our nation's founding.

The National Conservative Fourth of July Soiree features delicious barbecue a bluegrass band, patriotic speakers, and a photobooth, a balloon artist, face-painting, and a moonbounce for the kids.

Admission is free for all. LI employees make all arrangements. Many people follow the soiree tradition and bring a side dish to share with others, complementing the

Independence Day barbecue provided for everyone.

The Soiree is held at Bull Run Regional Park, conveniently located in Centreville, Virginia, just west of Washington, D.C.

The event runs from noon to 4:30 p.m. on the Fourth of July. There are field games for everyone to enjoy, and a great bluegrass band plays throughout the afternoon.

The Soiree revitalizes the conservative movement with a well-known speaker delivering an exciting, patriotic speech each year.

Online Training and Resources

ONLINE TRAINING

Get all the benefits of the Leadership Institute's top-notch training -- from wherever you are in the world.

LI's new online training brings live, interactive workshops anywhere that you have an internet connection. The training platform is easy-to-use. You can both see and hear the instructor, ask questions and talk with others in the training; and learn from a variety of lectures, hands-on projects, and demonstrations.

Online training brings the benefits of the Leadership Institute directly to you.

☒ Find out when the next online training is and register at LeadershipInstitute.org/Training



Leadership Institute webinars can be viewed from anywhere in the United States and throughout the world.

LI's new online training brings live, interactive workshops anywhere that you have an internet connection.



With the Leadership Institute's Activism on Demand library, you can learn practical activism and more from anywhere, at any time, for free.

ONLINE RESOURCES

In addition to the 47 different types of in-person training, the Leadership Institute offers free, online resources for conservatives to access 24/7. These online resources are designed to teach conservative activists philosophically neutral tools and tactics.

Webinars

Join Leadership Institute faculty for free one-hour webinars on a variety of topics. Each live broadcast provides viewers with a lecture, discussion, and a question and answer section. These webinars can be viewed from anywhere in the United States and throughout the world.

☒ **Tune in to the next live webinar at LeadershipInstitute.org/Training**

Activism on Demand

The Leadership Institute's website hosts an online video library of various topics and lectures called Activism on Demand. These videos are designed to provide viewers with the latest tools and tactics in the public policy process. Activism on Demand features more than 100 instructional videos and viewers can learn practical activism and more from anywhere, at any time, for free.

☒ **Log in and watch these videos at LeadershipInstitute.org/ActivismOnDemand**

Conservative Speakers

Watch talks from leading conservative thinkers delivered at the Leadership Institute's monthly Wednesday Wake-Up

Club Breakfast. Each talk can be found on the Institute's website. You can watch these videos again and share them with your friends.

☒ Watch these videos at
LeadershipInstitute.org/Speakers

Writings and Manuals

You can't experience or observe everything; but you can, by reading, learn from the experiences of your contemporaries, the previous generation, and those who lived ages ago. After you have accumulated knowledge about how the world really works, you can become highly effective and achieve many of your goals.

You can find helpful reading materials – for free and available right now – on the Leadership Institute's resources page. This page has information on campaign do's and don'ts, effective writings, fundraising, hosting a public program, and more.

☒ Read these writings and manuals at
LeadershipInstitute.org/Writings

Building Leadership

The Leadership Institute's bi-monthly newsletter Building Leadership highlights conservative victories achieved through



Each Wednesday Wake-Up Club Breakfast talk can be found on the Leadership Institute website.

donor support. Newsletters highlight the success of training programs and victories on college campuses. These newsletters can be found on the Leadership Institutes website.

☒ Read past Building Leaderships at
LeadershipInstitute.org/BuildingLeadership

You can find helpful reading materials – for free and available right now – on the Leadership Institute's resources page.



You owe it to your philosophy to
learn how to win.

*The programs and events highlighted in this catalog are possible
only through the generous support of thousands of principled donors.
Thank you for your support.*

STAY CONNECTED!



/LeadershipInstitute



@LeadershipInst



703.247.2000



www.LeadershipInstitute.org



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