

2018 Candidate Development Academy

Join us for our Free 2018 Training Programs for
future candidates and campaign staff.

Alternate Saturdays

May 12 – July 21, 10:00 a.m. – 12:00 p.m.

Virginia Foundation for the Humanities Conference Center
145 Ednam Drive, Charlottesville, VA



Preparing for a Successful Campaign

- What is a local campaign and how to prepare for it
- Running for office in different political climates

May 12

Party and Community Campaign Resources

- The new political landscape
- The roles of local and state parties
- The value of endorsements and how to get them
- The VAN and how to use it

May 26

Campaign Organization: Building an Effective Team

- Roles and functions of campaign staff
- Field operations: conducting a successful field campaign
- The role of the candidate; the kitchen cabinet, effective teambuilding

June 9

Campaign Finance: Budgeting, Fundraising, Reporting

- How much do you need to raise? Campaign budget and funding plan
- Funding Sources: the candidate, voters, corporations, PACs
- Making "The Ask".
- Campaign Finance Reporting

June 23

Getting Your Message Out

- Developing your message and a communications strategy
- Using Social Media
- Running in the city, the county, the 5th district: What's different?

July 7

The Life of a Candidate and Campaign Staff

- Winning and losing
- Making the most of your time of and energy
- Working with other campaigns

July 21

