



# LEADERSHIP JACKSONVILLE

## CAMPAIGN SEMINAR

### LEADERSHIP JACKSONVILLE'S NONPARTISAN POLITICAL CAMPAIGN SEMINAR

Leadership Jacksonville's mission is to educate, connect and inspire diverse leaders to build and strengthen their communities. Many times this is done through nonprofit service, but for some this work is done through elected office.

Leadership Jacksonville's Nonpartisan Political Campaign Seminar is an intensive five-session course providing practical knowledge for those considering entering the political arena. Learn from elected officials, seasoned professionals and experts in a variety of related disciplines and backgrounds. Get the information you need to evaluate crucial decisions to make before running for office and examine how to plan and execute effective political campaigns for local, state or national elected offices.

#### Apply Now! Limited Space Available in the Spring 2017 Class.

- What to consider when considering running for office
- Ethics in campaigns and public service
- Voter targeting, research, polling and strategy
- Media relations, managing message, crisis communications
- Building the right campaign team
- Fundraising, friend-making and much more...
- Tailored for First Coast campaigns

LEADERSHIP JACKSONVILLE will select between 10–20 applicants for each of its Spring and Fall 2017 political campaign seminar cohorts.

#### Spring 2017 Campaign Seminar Program Dates

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|-------------------|----------------------|
| • Friday April 7  | 8:30a.m. – 11:30a.m. |
| • Friday April 14 | 8:30a.m. – 11:30a.m. |
| • Friday April 21 | 8:30a.m. – 11:30a.m. |
| • Friday April 28 | 8:30a.m. – 11:30a.m. |
| • Friday May 5    | 8:30a.m. – 11:30a.m. |



The interactive small-cohort seminar classes will utilize the extensive experience of numerous carefully selected local and state experts and officials. Class sessions will examine many aspects of how to plan and execute effective political campaigns, as well as issues involved in ethical public service. The seminar includes five 3-hour class sessions:

#### What to Consider When Considering Running for Office

- The experience that makes for good candidates and good elected officials
- What elected public service really requires
- Campaign costs and potential funding sources
- What will campaign life be like for me and my family?

#### Election Officials, Volunteers, Pollsters and Consultants

- Your friends at the Supervisor of Elections Office
- Do you need polling, and what makes a useful poll?
- How to pick a campaign manager / campaign consultant or other paid campaign staff
- How to recruit, train and manage volunteers

#### Campaign Planning and Budgets

- Building a campaign plan, strategy and schedule
- Developing a reasonable budget for your campaign

#### Friend-making and Fundraising

- It's who you know, and how you know them
- Campaign Treasurer vs. Finance Committee Chair
- How to raise money for political campaigns

#### Message, Media and Crises

- Getting on and staying on your message
- Paid advertising vs. earned and social media
- Dealing with reporters, bloggers and other media reps
- Crisis communications: when your best laid plans come undone

**APPLY ONLINE TODAY AT** [www.LeadershipJacksonville.org](http://www.LeadershipJacksonville.org)

Seminar tuition is \$1,500 for all five sessions. Fees must be paid at the time of selection and acceptance

