

2019 Academy of Political Leadership

Hosted by Lake Norman Chamber & Greater Statesville Chambers of Commerce

The academy is a nonpartisan program designed for members of the community interested in running for elected office. Training sessions will feature presentations and discussions on ethics, campaign planning, research, targeting voters, fundraising, and messaging with a get out the vote effort.

There are two sessions from 9:00 AM – 2:00 PM. One session, on Saturday May 4th is dedicated to communications with participants taking part in a simulated radio interview and the recording of a radio ad. The cost to participate is \$95 and is open to anyone wishing to run for elected office. *Contact the Lake Norman Chamber at 704-892-1922 or Statesville Chamber at 704-873-3304.*

Upon completion of this training session, you'll be able to:

- Assess whether you possess the basic traits necessary to run for office
- Relay in 30 seconds why you are running for office
- Describe the elements necessary for developing a campaign plan and begin the planning process
- Discuss research needs based on your target audience and your budget estimates
- Based on your individual campaign's strengths, plan for the fundraising methods that can prove most effective and lucrative
- Determine the best methods for contacting your constituents, based on voter demographics and budget
- Analyze the electronic campaign options available and determine which, if any, will prove most effective for your outreach

AGENDA

Session I: Laying the Groundwork for your Campaign

Saturday, April 27, 2019 Location: Lake Norman Chamber

9:00AM	Welcome from Chambers & Sponsors
9:30AM	Campaign Ethics: Dr Susan Roberts – Political Science Dept Davidson College Ph.D., M.A.
10:00AM – 12:00PM	Opportunities and Challenges of Public Service Mecklenburg County Commissioner Pat Cotham (D); Former NC Senator and Cornelius Mayor Jeff Tarte (R); Statesville City Council William Morgan
12:00PM	Lunch
12:30PM	Messaging: Andy Yates – Red Dome Consulting
1:15PM	Communication Assignment (Prep for Interview/Commercial)

Session II: Communication

Saturday, May 4, 2018 Location: WSIC Radio, with Joe Vagnone – Local Biz Now

Times are individual and will be determined at a later date.

Session III: Nuts and Bolts

Saturday, May 18, 2019 Location: TBD Statesville

9:00AM	Opening Comments
9:15AM	Filing Requirements/Deadlines for Iredell and Mecklenburg Counties
10:00AM	Fundraising: Neal Orr, ABNO Group
11:15AM	Take away from Communication Exercise

12:30PM	Lunch
1:00PM	Local / State campaigns
1:30PM	Strategy (Marketing, Voting Trends, Polling, Tips) – Larry Shaheen, Carolina Political Consulting
2:30PM	Close

2019 Academy of Political Leadership Application

Participants will be selected by an application process with consideration given to ensure a politically diverse class. It is limited to six applicants from Mecklenburg County and six applicants from Iredell County. The cost of the three session program is \$95 per person and includes meals. Applications must be received by Friday, April 12th and those accepted to the program will be notified by Monday, April 19th.

Please fill out the following and return by April 12th.

Name: _____ Political Affiliation: (Rep) (Dem) (Ind)

Address: _____

Telephone: _____

Email: _____

Why should you be selected for the Academy of Political Leadership of Lake Norman and Iredell County?
(150 words or less)

Submit Application by email to sviera@statesvillechamber.org

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