

## 2012 COURSE DESCRIPTIONS

### CAMPAIGN MANAGEMENT COLLEGE | CMC

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CMCs are designed to provide attendees the necessary insights required to hold a management level position on a campaign. This course is modeled around the responsibilities and challenges a manager or senior political staffer would experience in a campaign.

Ideal attendees for CMCs are current campaign managers (statewide, congressional or legislative), State Party Executive or Political Directors and individuals with *extensive prior campaign experience* who are interested in taking the role of a manager.

Topics presented during CMC include, but are not limited to:

- *Budgets*
- *BCRA/Campaign Finance Law*
- *Messaging*
- *Survey Research*
- *Research*
- *Voter Files*
- *Targeting*
- *Staffing/Personnel Issues*
- *Earned Media*
- *Working with and Hiring Consultants*
- *Scheduling*
- *New Media and Social Media*
- *Television*
- *Radio*
- *Media Buying*
- *Phones*
- *Voter Contact Mail*
- *Fundraising Mail*
- *PACs, Events*
- *72 Hour/GOTV*
- *Dealing with 527s*
- *Working with State Parties and Victory programs*
- *Recruiting and Motivating Volunteers*

CMC offers little free time to attendees with classes running from early in the morning until late in the evening with assignments to be done, usually in groups late into the night. The cost of the course is \$200, which covers meals and course materials. Attendees will be responsible for their own travel and lodging expenses. Each student will have a desktop computer available for use but it is encouraged you bring your own laptop, if possible. Upon acceptance to CMC these details will be communicated to attendees.

### CAMPAIGN FINANCE COLLEGE | CFC

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CFCs are designed to provide attendees the necessary insights required to run a finance operation for a campaign or State Party. Ideal attendees are current campaign or State Party Finance Directors and individuals with prior campaign experience who are interested in taking on a Finance Director role.

Topics presented during CFC include, but are not limited to:

- *Elements of a Finance Plan*
- *Telemarketing*
- *Events*
- *Major Donors*
- *Role as Finance Director*
- *BCRA & Legal Compliance/Practical Applications*
- *Direct Mail*
- *Internet Fundraising*
- *Finance Committee*

CFC offers little free time to attendees with classes running from early in the morning until late in the evening with assignments to be done, usually in groups, late into the night. The cost of the course is \$150, which covers meals and course materials. Attendees will be responsible for their own travel and lodging expenses. Each student will have a desktop computer available for use but it is encouraged you bring your own laptop, if possible. Upon acceptance to CFC these details will be communicated to attendees.

## 2012 COURSE DESCRIPTIONS

### CAMPAIGN VICTORY SCHOOL | CVS

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CVS is designed to provide attendees the necessary insights and training required to be an effective RNC Victory Field Staffer. Besides in-class presentations, students are required to engage in real world situations outside the classroom like recruiting volunteers, managing a phone bank and organizing a door-to-door effort in neighborhood selected through their targeting efforts.

Ideal attendees for the CVS are current field staffers, staffers in legislative or congressional offices and college students interested in campaign work.

Topics presented during CVS include, but are not limited to:

- *Voter Vault*
- *Phone Banking*
- *Door-to-Door*
- *Precinct Targeting*
- *Working with Volunteers*
- *Election Day Operations*
- *Absentee Ballot, Early Vote*
- *Voter Registration*
- *Voter Identification*
- *VOIP technology*

CVS offer little free time to attendees with classes running from early in the morning until late in the evening with assignments to be done late into the night. Each student will have a desktop computer available for use but it is encouraged you bring your own laptop, if possible.

### NEW MEDIA COLLEGE | NMC

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NMC is designed to provide in-depth training on the fundamentals of using new technology to campaign effectively. The NMC program course is an intensive two-day program focused solely on the Internet and how new technology is impacting the political campaign process.

NMC offer little free time to attendees with classes running from early in the morning until late in the evening. Each student will have a desktop computer available for use but it is encouraged you bring your own laptop, if possible

### CAMPAIGN COMMUNICATIONS COLLEGE | CCC

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CCC is designed to provide new and experienced communications professionals alike with grounding in the latest tactics for effectively communicating your campaign's message.

Topics presented during a CCC include, but are not limited to:

- *Crisis Communications*
- *Legal Compliance*
- *Public Speaking*
- *Media Training*
- *Opposition Research*
- *New Media*
- *Advanced Messaging and Bracketing*
- *Rapid Response*
- *Polling*