

RNC SCHOOLS & COLLEGES COURSE DESCRIPTIONS - 2007

- **Campaign Management Colleges (CMC)** are designed to provide attendees the necessary insights required to hold a management level position on a campaign. CMCs are modeled around the responsibilities and challenges a manager would experience at the congressional campaign level.

Ideal attendees for the CMCs are current campaign managers (statewide, congressional or legislative), state party executive or political directors and individuals with prior campaign experience who are interested in taking on the role of a manager.

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

*Budgets, BCRA/Campaign Law, Messaging, Survey Research, Research, Voter Files, Targeting, Staffing/Hiring/Firing, Earned Media, Working with and Hiring Consultants, Scheduling, Television, Radio, Phones, Voter Contact Mail, Fundraising Mail, PACs, Events, 72 Hour/GOTV, Internet, Dealing with 527's, working with State Party's and Victory programs, motivating and recruiting volunteers*

CMC offer little free time to attendees with classes running from early in the morning till late in the evening with assignments to be done, usually in groups, late into the night.

- **Campaign Finance Colleges (CFC)** 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 a CFC include, but are not limited to:

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

CFC offer little free time to attendees with classes running from early in the morning till late in the evening with assignments to be done, usually in groups, late into the night.

- **Campaign Field Schools (CFS)** are designed to provide attendees the necessary insights and training required to be an effective RNC Victory field staffer. Besides in-class presentations students will be forced to engage in real world situations outside the classroom like recruiting volunteers, managing a phone bank and organizing a door-to-door effort in a neighborhood selected through their targeting efforts.

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

Topics presented and experienced during a CFS 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, HAVA*

CFS offer little free time to attendees with classes running from early in the morning till late in the evening with assignments to be done, usually in groups, late into the night.