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Chamber  
Members  
Candidate Training Institute



NAVIGATE THE ROAD TO PUBLIC SERVICE  
TUESDAYS SEPTEMBER 27 - OCTOBER 18, 2016  
MORE DETAILS @ MCLEANCOCHAMBER.ORG

The McLean County Chamber of Commerce is proud to announce a unique program offering citizens the tools needed to become part of public service to run for political office.

The Candidate Training Institute (CTI) is focused on the nuts and bolts of running for local political office including everything from filing petitions to in depth campaign organization and strategy. Drawing on the expertise of area elected officials, community leaders and fellow citizens CTI helps prospective candidates navigate the challenging road to public service. The program is open to everyone, but limited to 20 participants.

If you are considering running for elected office at the local level, the McLean County Chamber of Commerce with support from the McLean County Chamber of Commerce Political Action Committee and the League of Women Voters of McLean County hopes you will take advantage of this exciting and informative program.

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"This four week program helped me assess the pluses and minuses of embarking on a campaign. It taught me a good deal about what to expect and introduced me to a number of key leaders in my community... I would definitely recommend attending this class if you are thinking of running for an elected office!"

Kathleen Lorenz  
Normal Town Councilwoman

"As a first-time candidate, the Chamber's Candidate Training Institute provided me with very valuable information. The part of campaign finance rules was especially good. I'm so glad I knew what the rules were because my campaign got audited. Thank you, Chamber! You kept me out of hot water!"

Joni Painter  
City of Bloomington Alderwoman



Session Topics

Create Understanding

- Opening Presentation
- Why run for office?
- Emotional and social capital featuring nonpartisan panel

Make the Decision

- Getting on the Ballot
- Legal Obligations
- Understanding Party Affiliation/Independence
- Strategic Alliances

Preparation and Discovery

- Understanding Opponents
- Understanding Relevant Issues
- Team Development and Volunteers
- Develop Financing Plan

7/20/2017

Strategy

- Message Development
- Public Appearances/Media/Advertising
- Interview and Debate Skills
- Win or Defeat

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An example of the Chamber's Candidate Training Institute, which is focused on the nuts and bolts of running for local political office including everything from filing petitions to in depth campaign organization and strategy

McLean County Chamber of Co