



*The Most Complete Training for Conservative Leaders in Virginia —
Covering Every Aspect of Policy and Running for Public Office*

EARLY BIRD-REGISTER BY MAY 25, 2026

\$55/day and/or \$79/both days (Full price: \$69/day · \$99/both)

**SCHOLARSHIPS
AVAILABLE**

DATES

Day 1: June 13, 2026/Day 2: June 14, 2026
Additional workshops via ZOOM

HOURS

10:30 AM - 4:30 PM each day
Lunch provided

VENUE

Drury Plaza Hotel, Glen Allen, VA

CLASS SIZE

Limited to 20–30 participants

EVERYTHING IS INCLUDED IN THE PRICE



Drinks & refreshments throughout
the day



Light lunch on each training day



All course materials and books

TRAINING COVERS

- ◆ Conservative governance philosophy
- ◆ Healthcare, education & 2nd Amendment
- ◆ Speechwriting & media skills
- ◆ Campaign management & GOTV
- ◆ Virginia policy deep dives
- ◆ Election integrity & regulatory reform
- ◆ Proven fundraising principles
- ◆ Serving effectively in elected office

REGISTER & LEARN MORE

VirginiaInstitute.org/academy

**A PROGRAM OF THE VIRGINIA INSTITUTE FOR
PUBLIC POLICY**



FULL PROGRAM DETAILS

20 HOURS OF INTENSIVE TRAINING ACROSS FOUR DAYS · DRURY PLAZA HOTEL, GLEN ALLEN, VIRGINIA

WHAT YOU WILL LEARN

FOUNDATIONS OF GOVERNANCE

- ◆ Conservative governance philosophy & the Founders
- ◆ Burke and the proper role of government
- ◆ Policy GPS: Your Virginia policy playbook
- ◆ Elevator pitches on key issues

POLICY DEEP DIVES

- ◆ Healthcare: COPN, Scope of Practice, Portable Benefits
- ◆ Education: School choice, microschoools, family options
- ◆ Election Integrity: Voter ID, poll watching, the law
- ◆ Second Amendment policy and effective messaging
- ◆ Regulatory reform and good governance principles
- ◆ Moral and family issues: principled advocacy

POLITICAL SKILLS

- ◆ Speechwriting and public speaking (with live practice)
- ◆ Media skills: interviews, crisis comms, social media
- ◆ Proven fundraising principles
- ◆ Working with your party and building coalitions

RUNNING & SERVING

- ◆ Building a campaign team and managing volunteers
- ◆ Budgeting, literature, and reaching voters at scale
- ◆ Door-knocking, canvassing, and GOTV strategies
- ◆ Serving in office: legislation and effectiveness

SCHEDULE AT A GLANCE

Day 1	June 13, 2026
Day 2	June 14, 2026
Each Day	10:30 AM- 4:30 PM
Total Training	20 hours of intensive learning

SPECIAL RATE

A special Academy rate is available for overnight participants at the **Drury Plaza Hotel** in Glen Allen. Mention your Academy registration when booking.

EXPERT INSTRUCTORS

Fundraising Expert

Proven track record in successful campaign and PAC fundraising

Campaign Consultant

Seasoned strategist with multiple winning Virginia campaigns

Legislator

Elected official with hands-on experience crafting and passing legislation

Legislative Aide & Researcher

Inside knowledge of how the legislative process really works

Policy Experts

Specialists across healthcare, education, 2nd Amendment, and regulatory reform

And More...

Additional guests and speakers throughout the program

ALL INCLUDED IN THE PRICE

- ✓ Refreshments and drinks throughout each day
- ✓ Light lunch on every training day
- ✓ All course books and printed materials
- ✓ Access to course resources and handouts

HOW TO REGISTER

Complete the registration form online at:

VirginiaInstitute.org/academy

After registration you will be directed to our secure payment portal. Scholarships and discounts available — enquire via email.

jarnott@virginiainstitute.org

"If ever a time should come, when vain and aspiring men shall possess the highest seats in Government, our country will stand in need of its experienced patriots to prevent its ruin."

— Samuel Adams