



Eagle Council 50

Saturday, 9/24/22

9:30 am

Speaker: Espenscheid, Dena – After completing the 2020 Marine Corps Marathon, Dena Espenscheid knows the truth behind the cliché, “Campaigns are like Marathons”. There are plans, deadlines, and expenses. There are worn-out shoes, blisters, pain, exhaustion, joy, energy bursts, and mile-marker accomplishments. The big day comes and before it is over you swear off running ever again; you want to quit. Then you cross the finish line. Success feels fantastic! The next day, after a good sleep, you are out on a trail, ready to do it all again!

Over her twenty years of professional experience, Dena held a variety of positions in public policy organizations, advertising agencies, and political campaigns including, Coalition for a Strong America, National Ballot Access, American Majority, Open and Clean Government, Vote Yes for Life, and the National Abstinence Clearinghouse. Much of her work has been focused on grassroots organizing, and training volunteers and fellow staffers.

Dena is a veteran of political campaigns as small as city council and as large as a presidential campaign. She has served in most campaign positions, including volunteer coordinator, regional field director, political director, and statewide spokesperson. She has overseen ballot qualification, volunteer recruitment and training, and get-out-the-vote efforts. She has formulated communication strategies, organized events, and done personal solicitation. In campaign and public policy, Dena is a “Jill of all Trades”.

Dena has returned to her roots as a coalition builder and is margining it with her campaign and training experience as the Senior Director of Coalitions at the Leadership Institute. In this position, she travels the country, meeting with groups who have special interest goals. She learns about the services and resources they offer and the needs they have. She introduces like-minded groups so they can build their community. Where needed and when possible, she develops new trainings to assist these center-right special interest groups win their public policy fights.

Dena graduated from Thomas More College in Northern Kentucky with degrees in Biology and Speech Communication.

Dena's favorite presentations are on persuasion. She knows that people want to stay consistent with the image they project. If you tell someone they are generous before soliciting a donation, they are more likely to give. To keep herself moving, Dena is ending this bio by stating that she still runs in Quantico, Virginia where she lives with her houseplants.

Title: *School Board Training: Equipping You for Success*

Take Action:

Leadership Institute – School Board Campaign Course

https://www.leadershipinstitute.training/courses/school-board?utm_source=organic&utm_medium=trainingsbct&utm_campaign=sitetrainingsbctondemand+&utm_id=site

Get the skills to wage and win your campaign for school board.

In every community, school boards have an important role. They make sure students receive the education they deserve to prepare them for higher education, trade school, or the workforce. Sadly, many school boards are used as social engineering tools or are captured by labor union officials trying to control both sides of the collective bargaining table.

Conservative leaders must engage in school boards from coast to coast to ensure schools focus on their educational mission for our children's future success.

Political technology determines political success. Get the skills for a successful campaign – it's essential.

Learn from successful, experienced leaders who have served on school boards.

The School Board Campaign Training features presentations from seasoned conservatives who have served on school boards, plus campaign professionals experienced in local campaigns.

You'll learn how to design, wage, and raise funds for a successful school board campaign. In addition, you'll receive briefings and background information you'll need to be well informed and articulate your own experiences and issue positions to voters in your community.

Specifically, you will learn to:

- develop a campaign and communications strategies specifically for school board elections;
- communicate effectively with voters through highly effective voter contact techniques, scalable to highly localized elections;
- raise funds and build a volunteer team.