



## The Winning Edge: *TCC's 2005 Campaign School a Huge Success*

*Fundraising. Voter Contact. Targeting.*  
Sounds like election time---right?

It is. And 25 people---including candidates for local office in the upcoming local elections, candidates for state-wide office, as well as those thinking about running---filled the RRAR Board of Directors Board room on July 21, 2005 to learn how to run successful campaigns.



Tillie Turlington, candidate for Wake County Board of Education, listens to instructor Rick Asnani.

Since its inception, the Triangle Community Coalition (TCC) has held campaign [training schools](#) for candidates, members and community leaders to learn how to effectively run for office. The class is taught by seasoned campaign professionals from around the country. This full-day seminar covers the basics of running for office, and provides candidates with practical, cutting-edge techniques they need to run a strong campaign.



Attendees hear the latest trends and strategies for running effective campaigns

In addition to an [information-packed series of seminars](#), the TCC also had a lunch panel of former elected leaders talk to the group about what it takes to run and serve once elected. Former Durham Mayor Nick Tennyson and NC Senator Janet Cowell shared their advice and war stories from the campaign trail with the participants.

This year's school included candidates for [Raleigh City Council](#), [Wake County Board of Education](#), [Morrisville Board of Commissioners](#), and the other local offices. In addition, several of the attendees are contemplating a run for local or state-wide office.



Class members hear from former elected leaders and candidates about what it take to run a solid campaign.

The school concluded with a reception with TCC members. For more information about the school, or to see a complete list of candidates who attended the school, please contact Chris Sinclair, at 919-654-5418 or [r csinclair@tricc.org](mailto:r csinclair@tricc.org)