



CAMPAIGN SEMINAR

A two-day strategy seminar for candidates, their spouses and others involved or interested in campaigns

September 27-28, 2017

Texas Farm Bureau Conference and Training Center
7410 Fish Pond Road
Waco, Texas 76710

The Candidate

- Evaluating the candidate and the electorate

The Issues

- Selecting the campaign theme
- Selecting the campaign issues
- Handling aggressive interviewers

The Campaign Strategy

- Identifying the voters
- Targeting precincts
- Targeting special interest groups
- Developing a calendar to win
- Using polls
- Election day activities

The Organization

- Campaign structure
- Role of campaign manager
- Use of a support committee
- Headquarters selection and operation
- Working with the news media
- Promotional activities
- Volunteer recruitment/coordination
- Allies and coalitions

The Money

- Budget preparation
- Raising money
- Using a finance committee
- Ethics Commission reports

Costs *(One \$40 TFB member discount per candidate)*

| | |
|--|--------|
| Candidate | \$ 100 |
| Campaign manager/other | \$ 100 |
| Spouse attending alone | \$ 100 |
| Spouse/manager/other attending w/candidate | \$ 60 |

Fee includes:

Candidate materials, mock interview video, two breakfasts, two lunches and one dinner

Fee does not include:

Overnight lodging

Schedule:

Seminar will be Wednesday, Sept. 27, from 9 a.m. until 6 p.m. and continue on Thursday, Sept. 28, from 8 a.m. until 3 p.m. Also, a group dinner will be held on Wednesday evening.

Hotel Reservations:

Please call Betsy Simon at 1-800-537-8294 or email her at bsimon@txfb.org if you would like assistance with reservations.



This acclaimed campaign seminar will provide the information necessary to run a successful political campaign.

Enrollment is Limited!

The American Farm Bureau Federation, a non-partisan organization noted for its understanding of the political process, has developed this seminar with the help of professional political consultants and staff members of the Democrat and Republican parties.

The instructors are members of the Texas Farm Bureau Government Affairs team. A computer-simulated campaign will allow you to test techniques, tools and methods.

Additionally, attendees will have the opportunity to practice for the media through a videotaped interview.

Farm Bureau's seminar teaches you how to evaluate the candidate and the electorate, build a campaign structure, raise money, enlist allies, create coalitions and get voter attention.

REGISTRATION FORM

REGISTRATION DEADLINE September 1, 2017

Yes, I want to learn how to win elections! Reserve ___ spaces for me at the Campaign Seminar Sept. 27-28, 2017.

Name: _____

Address: _____

County: _____

Phone: _____

Email: _____

Office sought: _____

Are you a TFB member? (TFB membership receives one \$40 discount.) ___ YES ___ NO
Contact your county Farm Bureau office to join!

_____ Candidate (\$100) _____

_____ Spouse (\$100 alone, _____
\$60 w/candidate)

_____ Manager/other _____
(\$100 alone, \$60 w/candidate)

One \$40 TFB member discount _____

Total _____

LIMITED ENROLLMENT

Mail this form and check to:

Texas Farm Bureau

P.O. Box 2689

Waco, TX 76702-2689

Attn.: Amanda Garner 254.751.2257