



CAMPAIGN SEMINAR

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

September 29-30, 2021

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

The Candidate

- Evaluating the candidate and the electorate
- Announcing candidacy
- Your spouse and family

The Issues

- Selecting the campaign theme
- Selecting the campaign issues
- Communicating with voters

The Campaign Strategy

- Candidate promotion
- Effective outreach
- Media relations
- GOTV
- Voter identification
- Developing a calendar to win
- Election day activities

The Organization

- Campaign structure
- Headquarters selection and location
- Role of campaign manager
- Volunteer recruitment/coordination
- Use of support committees
- Allies and coalitions

The Money

- Budget planning
- Fundraising and solicitation
- PACs

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 lunches and one dinner

Fee does not include:

Overnight lodging

Schedule:

Seminar will be Wednesday, Sept. 29, from 8 a.m. until 6 p.m. and continue on Thursday, Sept. 30, from 8 a.m. until 3:30 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 American Farm Bureau Advocacy and Local Affairs staff. 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
August 30, 2021

Yes, I want to learn how to win elections! Reserve (#) _____ spaces for me at the Campaign Seminar Sept. 29-30, 2021.

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 (-\$40) _____

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



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