

Sponsored by:  
Texas Farm Bureau  
Ken Hodges  
254-751-8741  
khodges@txfb.org

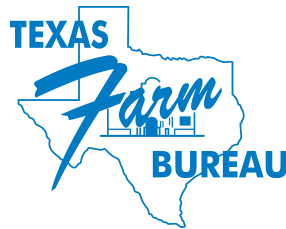
**Enrollment is Limited!**

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 Public Policy team. A computer simulated campaign will allow you to test techniques, tools and methods.

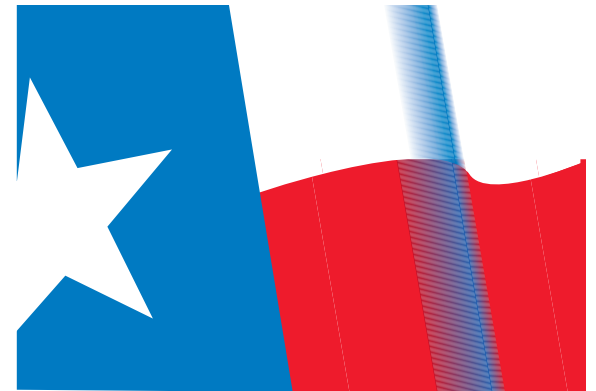
Additionally, attendees will have the opportunity to practice for the media through a videotaped interview.

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 Deadline**  
**August 3, 2009**

# THE CAMPAIGN SEMINAR



***A two-day Strategy Seminar for  
candidates, their spouses and  
others involved or  
interested in campaigns***

**August 26-27, 2009**

**Austin, Texas**  
Location to be determined.

*Sponsored by Texas Farm Bureau*

## 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

Candidate	\$ 150.00
Campaign manager/other	\$ 150.00
Spouse attending alone	\$ 150.00
Spouse attending with candidate	\$ 100.00

## Fee Includes:

Candidate materials

## Fee does not include:

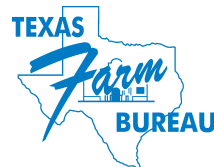
Overnight lodging or meals

## Schedule:

Seminar will be Wednesday, August 26, 2009 from 9:00 a.m. until 6:00 p.m. and continue on Thursday, August 27, 2009 from 8:00 a.m. until 3:00 p.m.

## Hotel Reservations:

Please call Betsy Simon at 1-800-537-8294 or email her at [bsimon@txfb.org](mailto:bsimon@txfb.org) for assistance with reservations.



## REGISTRATION FORM

### REGISTRATION DEADLINE

August 3, 2009

Yes, I want to learn how to win elections! Reserve \_\_\_ spaces for me at the Campaign Seminar August 26-27, 2009

Name: \_\_\_\_\_

Address: \_\_\_\_\_

County: \_\_\_\_\_

Phone: \_\_\_\_\_

email: \_\_\_\_\_

Office sought: \_\_\_\_\_

\_\_\_\_\_ Candidate (\$150) \_\_\_\_\_  
\_\_\_\_\_ Spouse (\$150 alone, \_\_\_\_\_  
\$100 w/ candidate)

\_\_\_\_\_ Manager/other (\$150) \_\_\_\_\_

Total \_\_\_\_\_

### LIMITED ENROLLMENT

Mail this form and check to:

Texas Farm Bureau

Attn.: Chrystal Gardner 254-751-2489

P.O. Box 2689

Waco, TX 76702-2689