

WHAT PAST ATTENDEES HAVE SAID ABOUT THE SEMINAR

“Running for office for the first time is so overwhelming! The seminar breaks down a campaign into stages, outlines specific tasks for the candidate and the support team to follow with measurable results to keep you on track to a winning campaign.”

REP. DELIA HAAK, Centerton
Arkansas House of Representatives, District 91



“The campaign seminar trains a candidate to prioritize their time and activities creating a clear path to victory. I personally recommend the class to anyone seeking public office.”

SEN. MATT STONE, Camden
Arkansas State Senate, District 2



“Running for political office for the first time, I didn't have a clue how to run a campaign. I can say without a doubt the lessons learned attending this seminar contributed to my successful campaign. I highly recommend it.”

DIR. VIRGIL MILLER, JR., Little Rock
Little Rock City Director, Ward 1



“The seminar was a great confidence-building activity for me during my first run for elected office. I received useful information about campaign strategy, campaign laws and election ethics. A big ‘thanks’ to Farm Bureau and the State Chamber!”

HON. SUSAN ANGLIN, Bentonville
Benton County Quorum Court

HOW TO WIN AN ELECTION
P.O. Box 31
Little Rock, AR 72203-0031



2023 HOW TO WIN AN ELECTION

A TWO-DAY SEMINAR

October 17-18 in Little Rock

Sponsored By
Arkansas Farm Bureau Federation &
The Arkansas State Chamber of Commerce/
Associated Industries of Arkansas

Arkansas Farm Bureau Center
10720 Kanis Road | Little Rock, Arkansas 72211

HOW TO WIN AN ELECTION

OCT. 17-18, 2023 • REGISTRATION DEADLINE IS OCT. 13.

Space is limited, so register early. Seminar is limited to candidates, their spouses and campaign managers.

Unlock the secrets of a successful political campaign with the insider knowledge you get from this acclaimed campaign management training seminar!

This seminar teaches how to evaluate the candidate and the electorate, build a campaign structure, raise money, enlist allies, create coalitions and get last-minute election-day voter attention. The seminar was developed by the American Farm Bureau Federation (AFBF), an organization noted for its understanding of the political process, with the help of professional political consultants and staff members of the Democratic and Republican parties. The instructors are trained staff members of AFBF. Video recording, a case study and a computer simulation will allow you to test techniques, tools and methods.



ATTENDEES WILL LEARN:

HOW TO EVALUATE THE CANDIDACY

- Evaluate the candidate and the electorate

HOW TO CLARIFY ISSUES

- Select the campaign theme
 - Select campaign issues
- Handle aggressive interviewers

HOW TO PLAN CAMPAIGN STRATEGY

- Identify voters
 - Target precincts
- Target special interest groups
- Develop a calendar to WIN
 - Use polls
- Election-day activities

HOW TO CREATE AN EFFECTIVE ORGANIZATION

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

HOW TO MANAGE THE MONEY

- Budget preparation
 - Fundraising
- Use of finance committee
- Government reports

REGISTER ONLINE TODAY

**REGISTRATION DEADLINE:
OCT. 13, 2023**



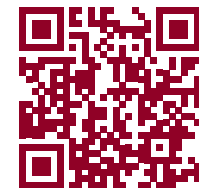
YOUR INVESTMENT

Candidate:	\$225
Campaign Manager:	\$225
Spouse (without candidate):	\$225
Spouse (when joining candidate):	\$195

Registration fee includes: seminar materials, two lunches, a dinner and refreshment breaks. Registration *does not* include the cost of overnight lodging. For more information, contact **Mark Lambert** at **501-519-1209** or by email at mark.lambert@arfb.com.



Register online by scanning the code below:



<https://arfb.swoogo.com/howtowinanelection>