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**I personally recommend the class to anyone seeking public office.”**

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**I can say without a doubt the lessons learned attending this course contributed to my successful campaign.**

**Dir. Virgil Miller, Jr., Little Rock**  
Little Rock City Director, Ward 1

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**I learned a great deal and effectively utilized the tools in my campaign.**

**Hon. Steven Person, Little Rock**  
Pulaski Co. Quorum Court, District 5

P.O. Box 31

Little Rock, AR 72203-0031



## A TWO-DAY COURSE

## August 26-27 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, AR 72211

**AUG. 26-27, 2025 • REGISTRATION DEADLINE IS AUG. 20**

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

**This course 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 course 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. Media interview simulations, case studies and polling evaluations allow you to test techniques, tools, and methods.**

## ATTENDEES WILL LEARN:

- Evaluate the candidate and the electorate

- ## HOW TO CLARIFY ISSUES
- Select the campaign theme
    - Select campaign issues
  - Handle aggressive interviewers

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

- 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

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

# REGISTER ONLINE TODAY

**REGISTRATION DEADLINE:  
AUG. 20, 2025**

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## YOUR INVESTMENT

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

**Registration fee includes:** course materials, two lunches, a dinner and refreshment breaks. Registration ***does not*** include the cost of overnight lodging. For more information, contact **Will Hopkins** at **501-414-6093** or by email at **[will.hopkins@arfb.com](mailto:will.hopkins@arfb.com)**.

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**Register online by scanning  
the code below:**



<https://HowToWinAnElection2025.vfairs.com>