WHAT PAST ATTENDEES HAVE SAID ABOUT THE COURSE



The campaign course 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 course contributed to my successful campaign.

I highly recommend it."

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



Anyone thinking about running for office should take this course.

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

Do not let running for public office overwhelm you. Go into your campaign with the knowledge to have a credible race. Any prospective candidate will find value in this class."

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





2025 TO WIN AN **ELECTION**

A TWO-DAY COURSE

August 26-27 in Little Rock

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Space is limited, so register early. Course 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 course!

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:

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: AUG. 20, 2025

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.

Register online by scanning the code below:



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