

## WHAT PAST ATTENDEES HAVE SAID ABOUT THE SEMINAR

“As you launch your campaign, uncertainty can be paralyzing. This course offers a solid foundational approach to provide stability and accelerate your confidence. Your first steps are important, take this step toward success.”

CARLTON WING, North Little Rock  
Arkansas House of Representatives, District 38



“How to Win an Election was a great use of time. It set the foundation of an effective campaign for me.”

ANDY DAVIS, Little Rock  
Arkansas House of Representatives, District 31



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

SUSAN ANGLIN, Bentonville  
Benton County Quorum Court



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



# HOW TO WIN AN ELECTION



## A TWO-DAY SEMINAR

SPONSORED BY ARKANSAS FARM BUREAU &  
THE ARKANSAS STATE CHAMBER OF COMMERCE/  
ASSOCIATED INDUSTRIES OF ARKANSAS



**OCTOBER 22-23** in **LITTLE ROCK**

ARKANSAS FARM BUREAU CENTER  
**10720 KANIS ROAD**  
**LITTLE ROCK, ARKANSAS 72211**

# HOW TO WIN AN ELECTION

OCT. 22-23, 2019 • REGISTRATION DEADLINE IS OCT. 18.

Space is limited, so register early. Seminar 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 you 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 American Farm Bureau, an organization noted for its understanding of the political process, with the help of professional political consultants and staff members of Democratic and Republican parties. The instructors are trained staff members of Farm Bureau. Video recording, a case study and a computer simulation let you 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 the aggressive interviewer

### HOW TO PLAN CAMPAIGN STRATEGY

- Identify the 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



## COSTS

Candidate: \$225

Campaign Manager: \$225

Spouse (without candidate): \$225

Spouse (when joining candidate): \$195

**\$50 nonrefundable**

*Fee includes: materials, two lunches, a reception on Wednesday evening, and refreshment breaks both days.*



## TRAVEL

The seminar fee does not include overnight lodging, so participants will need to make arrangements for their stay.

Location: 10720 Kanis Road, Little Rock, AR 72211  
(Corner of Kanis and South Shackelford)

For more information, contact **Jeff Pitchford** at  
501-228-1625 or [jeff.pitchford@arfb.com](mailto:jeff.pitchford@arfb.com).

## RESERVATION FORM

I'll need \_\_\_\_\_ reservations for the seminar.

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

Candidate for the office of: \_\_\_\_\_

Spouse of candidate for the office of: \_\_\_\_\_

Campaign manager for candidate for the office of: \_\_\_\_\_

E-mail address: \_\_\_\_\_

I am enclosing a check made payable to Arkansas Farm Bureau in the amount of \$ \_\_\_\_\_, which is \$225 per participant (except for a spouse attending with a candidate, which is \$195). This fee includes seminar materials, two lunches, a reception on Tuesday evening, and refreshment breaks both days, but does **not** include the cost of overnight lodging. Participant may make reservations at the hotel of their choice.

**There are a limited number of spaces available. You must register by Oct. 18, 2019.**

Mail this form and your check to:  
**Arkansas Farm Bureau**  
ATTN: Jeff Pitchford  
P.O. Box 31  
Little Rock, AR 72203-0031  
**Fax number is 501-228-1836.**  
**<https://arfb.webconnex.com/HOWTOWINELECTION>**  
Additional registration forms are available at [www.arfb.com](http://www.arfb.com).