

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



“Running for office for the first time is so overwhelming! The ArFB election 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.”

DELIA HAAK, Centerton
Arkansas House of Representatives, District 91



“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



2021 A TWO-DAY SEMINAR

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



OCTOBER 12-13 in **LITTLE ROCK**

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

HOW TO WIN AN ELECTION

OCT. 12-13, 2021 • REGISTRATION DEADLINE IS OCT. 8.

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 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 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 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 dinner on Tuesday 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 501-350-3262 or jeff.pitchford@arfb.com.

REGISTER ONLINE TODAY

THERE ARE A LIMITED NUMBER OF SPACES AVAILABLE.

YOU MUST REGISTER ONLINE BY OCT 8, 2021.

Cost is **\$225 per participant** (spouse attending with a candidate is \$195). Fee includes seminar materials, two lunches, a dinner and refreshment breaks. It does not include the cost of overnight lodging.

For more information, feel free to contact **Jeff Pitchford** at **501-350-3262** or email at jeff.pitchford@arfb.com.

To register or for more more information, visit:

<https://bit.ly/3egqomd>
or scan the code below:

