

Enrollment is Limited to 25!!

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

The American Farm Bureau Federation, an organization noted for its understanding of the political process, has developed this seminar with the help of professional political consultants, and staff members of Democratic and Republican parties.

The professional instructor, a member of the American Farm Bureau staff, will lead participants through exercises using DVDs, case studies and computer exercises to test a candidate's campaign techniques, tools and methods.



**The Kent Room
Maryland Farm Bureau
3358 Davidsonville Rd.
Davidsonville, MD 21035
(410) 922-3426**

Here's what previous participants said about the program:

*"I had no idea how to get started before attending the seminar. This is great preparation for what to expect."
- Candidate for County Council*

*"The best part about the seminar was the fact that it explained how to run a campaign in an organized manner, with specific timeframes for accomplishing tasks."
- County Commissioner Candidate*

"The most helpful part of the program was the 'video interview'. The seminar was well worth the time and money!" - Member of the Maryland House of Delegates

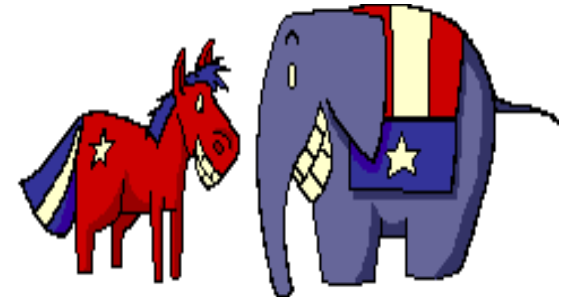
*"The 86/14 theory was the most helpful part of the seminar. I liked that the program addressed smaller campaigns too."
- Candidate for State's Attorney*



Maryland Farm Bureau,
3358 Davidsonville Rd.
Davidsonville, MD 21035
(410) 922-3426
www.mdfarmbureau.com
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**How to
Win an
Election**

A two-day strategy seminar open only to candidates, their spouses and campaign managers.



**October 11-12, 2017
MFB Headquarters
Annapolis, Maryland**

Reservation Form

Learn The Secrets Of A Winning Campaign!

The Candidate

- Evaluate the candidate and the electorate

The Issues

- Selecting the campaign theme
- Selecting the campaign issues
- Handling aggressive interviewers

The Campaign Strategy

- Identifying the voters
- Targeting the precincts
- Targeting special interest groups
- Developing a calendar to win
- Election Day Activities

The Organization

- Campaign structure
- The role of the campaign manager
- The use of a support committee
- Headquarters selection & operation
- Working with the news media
- Promotional activities
- Volunteer recruitment/coordination
- Allies and coalitions

The Money

- Budget preparation
- Raising money
- Using a finance committee
- Government reports

Costs

Candidate	\$85
Spouse (with candidate).....	\$25
Spouse (without candidate).	\$85
Campaign Manager	\$85
MD Farm Bureau member....	\$25

The program schedule:

9am—5pm on Wednesday and 8am to 4pm on Thursday

Fee includes continental breakfast, lunches, breaks, reception and take-home campaign planning material. Expenses for lodging are not included. There are rates as low as \$108 per night at the Comfort Inn Conference Center in Bowie, just 5 miles away. Call for reservations (301) 464-0089.

Be sure you are among the 25 people to learn the formula for winning elections! Send your reservation form today! Reservations are due September 14th for the October seminar.

Yes, I want to learn how to win elections!
Reserve _____ spaces for me at the campaign management seminar!!

Name: _____

Email: _____

Address: _____

County: _____

Phone: _____

Office Sought: _____

_____ Candidate (\$85) Campaign Manager (\$85)

_____ Spouse (\$85 alone, \$25 w/candidate)

_____ Farm Bureau Members (reduced to \$25)

Total: \$ _____

Please make check payable to Maryland Farm Bureau. Fee includes meals, breaks and materials. Lodging is not included.

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Registration Deadline is September 14, 2017.

Questions? Call Val Connelly at 410-922-3426

Mail your registration form and check to:

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