



Learn the Strategy of a Winning Campaign!

How to Evaluate the Candidacy

-Evaluating the candidate and the electorate

How to Clarify the Issues

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

How to Manage the Money

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

Campaign Management

- Role of the campaign manager
- Working with news media
- Promotion activities
- Allies and coalitions

How to Create an Effective Organization

- Campaign structure
- The use of a support committee
- Headquarters selection and operation
- Volunteer recruitment/coordination

How to Plan Campaign Strategy

- Identifying the voters
- Targeting precincts
- Targeting special interest groups
- Developing a calendar to WIN
- Using polls
- Election day activities



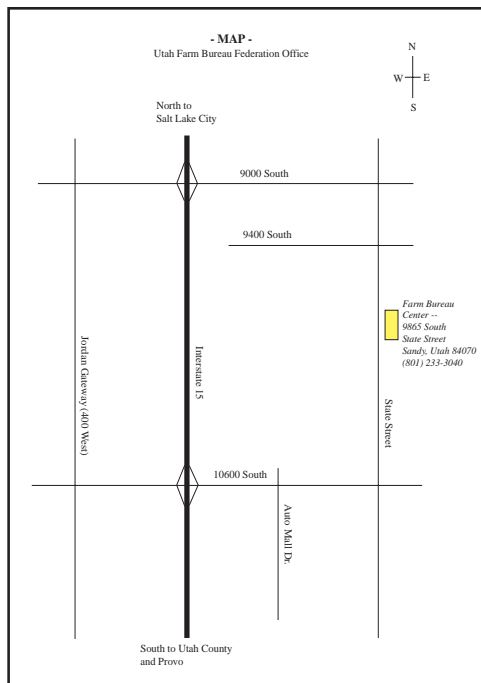
Reserve Your Space Now!

Registration Deadline

The deadline for registration is April 18, 2008. Space is limited to 30 participants. Registrations cannot be accepted without payment, and no refunds will be made after April 18.

Seminar Location and Times

The seminar will be held in the training room at the Utah Farm Bureau Federation State Office at 9865 S. State Street in Sandy. It will begin April 23 at 9 a.m., and end at 6:30 p.m. It will conclude after lunch on April 24. The seminar fee of \$75 for Farm Bureau members and \$125 for non-members includes lunch on both days.



Registration Form

Deadline: April 18, 2008

Candidate Name _____

Spouse Name _____

Campaign Manager _____

Address _____

City _____ State _____ Zip _____

Phone _____

Email _____

Please make the following number of reservations for the seminar:

_____ @ \$75 (Farm Bureau member)

_____ @ \$125 (non-Farm Bureau member)

Total enclosed \$ _____

Please complete and return with a check payable to

Utah Farm Bureau Federation

Attn: Brenda Barnes

9865 S. State Street

Sandy, UT 84070

(801) 233-3040

About the Seminar

■ The seminar was developed by the American Farm Bureau Federation with input from political consultants and staff of both major political parties. Videos, a case study, and a computer campaign simulation assist in the presentation of this seminar. These features allow participants the opportunity to have meaningful, hands-on experience and to test techniques, tools, and methods.

■ The seminar 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 seminar is designed for candidates running for public office, their spouses, their campaign managers, individuals interested in running for public office in the future, and prospective campaign managers. We encourage, where possible, candidates, their spouses, and their campaign managers to attend and work as a team.

■ The instructor is Linda Johnson, Senior Director of Policy Implementation for the American Farm Bureau Federation. Johnson is a former U.S. Senate aide, and former Director of Government Relations for the Washington Farm Bureau.

Quotes



"This seminar was pivotal in my success in winning a seat as a State Representative."

-Rep. Ronda Menlove (R-Garland)



"I wholeheartedly recommend this seminar to candidates and others who are serious about running successful campaigns."

-Sen. Brent Goodfellow (D-West Valley)



"The seminar helped me better understand the electorate and how to create coalitions - both were key to my successful campaign."

-Rep. Kerry Gibson (R-Ogden)



"Farm Bureau is excited to offer this dynamic, comprehensive seminar to Utah's current and potential political candidates. Register early so you don't miss out on this great opportunity."

-Leland Hogan, Utah Farm Bureau President



*A two-day strategy seminar
ideal for candidates,
their spouses and
campaign managers.*

*April 23-24, 2008
Sandy, Utah*