

## What a participant said about the seminar:

"I believe I got my money's worth in the first half day of training. Not only did we implement much of what we learned, but I also took advantage of additional advice from the staff. I wholeheartedly recommend this course to prospective candidates."

Karen Anderson,  
Walsh County Commissioner

## About the Facilitator:

Jay Ferris first joined the staff of Nebraska Farm Bureau in 1999. Since 2004 he has served the organization as Director of Grassroots Programs. In this capacity, Jay oversees political involvement and PAC activities through candidate surfacing and support efforts, as well as general government relations activities on behalf of the organization's 61,000 member-families. Mr. Ferris is recognized throughout the Midwest as an outstanding political consultant and has been actively involved in hundreds of local, state, and national political campaigns.

## General Observations

**Purpose** - To help candidates for public office, whether veteran office holders or first-time participants, plan and execute successful political campaigns.

**Target Group** - The seminar is designed for candidates for public office, their spouses and their campaign managers. We also encourage individuals who may be interested in seeking elected public office at some future time.

**About the Seminar** - The Campaign Management Seminar was developed by the American Farm Bureau Federation with input from political consultants and staff of both political parties. Videos, overheads, a case study and a computer game assist in the presentation of the seminar. Participants have an opportunity to have meaningful, hands-on experience and to test techniques, tools and methods.

**Limited Enrollment** - To allow for individual attention, enrollment will be limited to 28 people.

**Lodging** - Make room reservations directly with the hotel of your choice. Please secure your room at least two weeks before the event. Nearby hotels include:

Candlewood Suites - 701-751-8900

Super 8 North - 701-557-3286

Wingate by Wyndham - 701-751-2373

**More information** - Contact Pete Hanebutt at Office - 701-224-0330, Cell - 701-371-0027 or email [pete@ndfb.org](mailto:pete@ndfb.org).



**How to  
win an  
election**

**Campaign  
Management  
Seminar**

**Dec. 11-12, 2017**  
**NDFB office, Bismarck**

**ndfb** 

# How to win an election

Monday, December 11

9:00 a.m.

## The Candidate

- Evaluate the candidate and the electorate
- Candidacy announcement and filing
- Role of candidate's spouse

12:00 to 1:00 p.m.

Lunch (included in fee)

## The Issues

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

## The Money

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

5:30 p.m.

## The Media

Dealing with the media through mock interviews

Dinner (included in fee)

Tuesday, December 12

7:00 to 7:30 a.m.

Continental breakfast

7:30 a.m.

Review television interviews

## The Organization

- Campaign structure
- The role of the campaign manager
- The use of support committees
- Headquarters selection and operation
- Working with the news media
- Promotion activities
- Volunteer recruitment and coordination
- Allies and coalitions

12:00 to 1:00 p.m.

Lunch (included in fee)

## The Campaign Strategy

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

## Reservation Form

Please reserve \_\_\_\_\_ spaces at the Dec. 11-12, 2017 Campaign Management Seminar.

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

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

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

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

Email: \_\_\_\_\_

Office sought: \_\_\_\_\_

Non-member Candidate (\$150) \_\_\_\_\_

Member Candidate (\$100) \_\_\_\_\_

NDFB Membership number: \_\_\_\_\_

Candidate's spouse (\$75) \_\_\_\_\_  
or campaign manager when  
accompanied by candidate

TOTAL: \_\_\_\_\_

Please make check payable to: **NDFB**

This fee **does not** include the cost of overnight lodging. Call one of the listed hotels to make your room reservations. Mail this form and your check to:

NDFB  
PO Box 2064  
Fargo, ND 58107

**Registration deadline Friday, Dec. 1, 2017**