

Campaign Management Training Seminar Registration Form

Name(s) _____

Address: _____

City: _____ Zip Code: _____

County: _____

Phone #:(____) _____

Email: _____

Candidate's Name: _____

Office of Interest: _____

Candidate or Potential Candidate \$200

Family Member or \$25

Other Campaign Members
(When accompanied by Candidate)
(Fee includes meals, breaks and materials)

Please contact us if you need lodging.

Enclosed is a check made payable to
Nebraska Farm Bureau Federation in the
total amount of:

\$ _____

Please complete and return with check to:

Nebraska Farm Bureau Federation
Attn: Jessica Kolterman
P.O. Box 80299
Lincoln, NE 68501



**Lavon
Heidemann**
Lieutenant
Governor

"I have long credited Farm Bureau for much of the success in my campaigns. The members jumped in and got involved at the grassroots level and provided a strong network of supporters. They really made the difference!"



"One of the surprising benefits of our campaign school is that participants have often developed long-term friendships that have carried over to their work as they serve. It has been great to see candidates encourage each other throughout the campaign process and then work together to achieve common goals once elected."



**Jessica
Kolterman**
Director of
NFBF-PAC



More Information:

Jessica Kolterman at 402-641-8471
or jessicak@nefb.org

Jay Ferris at 402-421-4409
or jayf@nefb.org



Campaign Management Training Seminar

★ ★ 2013 ★ ★

OCTOBER 24-25, 2013

**NEBRASKA FARM BUREAU
FEDERATION**

**STATE OFFICE
5225 S. 16TH STREET
LINCOLN, NE**

 **nebraska farm
BUREAU Federation®**

THE ABC'S OF CAMPAIGNING

THURSDAY, OCTOBER 24

9:30 a.m.

THE CANDIDATE

Evaluate the candidate and the electorate, candidacy announcement and filing, and role of candidate's family

12:00-1:00 p.m.

LUNCH

1:00-5:30 p.m.

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.

Mock interviews by
Television Reporters

EVENING ON YOUR OWN

FRIDAY, OCTOBER 25

7:30-8:00 a.m.

CONTINENTAL BREAKFAST

8:00-9:00 a.m.

Review television interviews

9:00 a.m.

THE ORGANIZATION

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

12:00-1:00 p.m.

LUNCH

1:00-3:45 p.m.

THE CAMPAIGN STRATEGY

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

ADJOURN

ABOUT THE SEMINAR

Purpose

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

Target Audience

The seminar is designed for candidates for public office, their families, their campaign teams, and other individuals who may be interested in seeking elected public office at some future time. We encourage, where possible, the candidate, his or her family and team to attend and work together.

Campaign Level

The seminar is structured and flexible enough to fit any level of campaign whether it is for local, state or federal public office.

About the Seminar

The Campaign Management Training Seminar was developed by the American Farm Bureau Federation with the input from political consultants and staff of both political parties. DVDs, visual aids, a case study and a computer game have been developed to assist in the presentation of the seminar. This will enable participants to have meaningful, hands-on experiences and to test techniques, tools and methods.

Participant Fee

A fee is charged to help cover the cost of materials, equipment, break refreshments and meals.

Seminar Location

NFBB State Office,
5225 S. 16th Street
Lincoln, NE



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