

## 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 and one additional attendee **\$300**

*(Ex. Campaign manager, spouse, treasurer, etc.)*

Additional campaign members **\$50**

*(Fee includes meals, breaks, and materials)*

Make check payable to Nebraska Farm Bureau in the total amount of: \$ \_\_\_\_\_

Please complete and return with check to:

**Nebraska Farm Bureau**

Attn: Whittney Kelley

P.O. Box 80299

Lincoln, NE 68501

(402) 421-4760

[whittneyk@nefb.org](mailto:whittneyk@nefb.org)

### Hotel Information

Farm Bureau rate at the Residence Inn (402) 421-1555.

## Testimonies



### Sen. Myron Dorn

“In order to be a good public official you must first get elected. Farm Bureau’s campaign training does a great

job of explaining what you need to know to run a successful campaign and the many issues you will face during your campaign. From the day you announce your intentions, your life will change and by attending this training it prepared me to handle the challenges of being the candidate.”



### Sen. Loren Lippincott

“Campaigning is ever changing and knowing how to get the voters’ attention in an election is valuable information. The Nebraska Farm

Bureau Campaign Training is a two-day workshop that will guide you through how to put together the right flyer for your campaign, going door to door and shaking hands and talking about the issues that matter to voters in any election. This training was affordable, purposeful, and impactful. It was the best money I spent when I ran for the state legislature office.”



### Sen. Barry DeKay

“If you are thinking about running for any political office, going to the Nebraska Farm Bureau’s campaign training is a must! This program goes

over every aspect of running for office and it is great hands-on training that will help you in whatever office you want to serve. As a candidate I learned about strategies to run a successful campaign. Now as a state senator, I highly recommend going through this valuable training.”

# CAMPAIGN MANAGEMENT

## TRAINING SEMINAR

★ October 24-25, 2023 ★



**NEBRASKA FARM BUREAU**

[www.nefb.org/campaigntraining](http://www.nefb.org/campaigntraining)

# Campaign Training Agenda

## The Candidate

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

## The Money

- Budget preparation
- Raising money
- Using finance committees
- Government reports

## The Issues

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

## Campaign In Action

- Campaign structure
- How to use volunteers
- Methods of communication
- Coalitions and advisory committees

## Interviews

- Mock interviews by television reporters
- Review television interviews
- Peer critiques

## Campaign Strategies

- Identifying voters
- Targeting precincts
- Effective use of Social Media
- How to use polling
- Campaign activities and events
- Election day activities

## More Information

Jay Ferris - [jayf@nefb.org](mailto:jayf@nefb.org) | (402) 421-4409

Learn more at [www.nefb.org/campaigntraining](http://www.nefb.org/campaigntraining)



## 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 simulated election 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.

### ★ Purpose

To help candidates run 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 running for public office, their families, their campaign teams, and other individuals who may be interested in seeking elected public office in the future. We encourage 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.

### ★ Participant Fee

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

### ★ Seminar Location

Nebraska Farm Bureau  
5225 S. 16th St., Lincoln, NE 68512

