**Campaign Seminar**

Friday, March 20, 2020 - 5:00 p.m. to 10:00 p.m.  
Saturday, March 21, 2020 - 8:30 a.m. to 5:00 p.m.

This weekend seminar will bring you together with other Republicans (male and female) who are interested in running for a public office, managing a campaign or being a key volunteer. Our presenters provide future candidates, campaign managers, and staff with tools and information necessary to organize a winning campaign with strong grassroots organization and an effective media strategy.

You will learn how to:

Write a Campaign Plan

Develop a Winning Campaign Strategy

Target and Identify Voters

Use Data and Digital Tools

Manage Grassroots Outreach

Raise Funds

**Details**

Date and Location: March 20 & 21, 2020 at the Michigan Infrastructure and Transportation

Association MITA (2937 Atrium Drive Okemos, MI 48864)

Registration: $150.00 for new participants. $100.00 for MEPSS graduates or for those who have previously attended a MEPSS campaign seminar.

Who Should Attend: This program is open to any REPUBLICAN (male or female) who has an interest in either running for public office, managing a campaign or being a key volunteer.

Interested in becoming a sponsor or organizational partner? Contact us at mepssgopprogram@gmail.com or on our website, www.michiganexcellence.com.

TENTATIVE Program Schedule

**Friday, March 20, 2020**

5:00 – 5:30pm Registration & Networking

5:30 – 5:45pm  ***Welcome***

5:45 -6:15 pm  Characteristics of an Ideal Candidate - Develop the attributes of an effective candidate. Although it is not necessary for a candidate to possess many desirable qualities in order to win, the more of these traits one has, the greater that individual’s chances of winning an election.

6:15 – 7:15pm  A Good Plan is the Foundation of a Good Campaign – Components of a Winning Plan, and how to target voters.

7:15 – 7:30 pm Break

7:30 – 9:00 pm  Research – Vulnerability Studies and Opposition Research

9:00 – 10:00 pm *WIN with BIG DATA*. Learn the importance of how to use data to every aspect

of your campaign, including your time

**Saturday, March 21, 2020**

8:00 – 8:30 am  Breakfast & Networking

8:30 – 10:00 am  Developing a Message and Outsmarting the Media to Get It Out – you will learn

how to develop your message and use ‘earned’ media.

10:00 – 10:15 am Break

10:15 – Noon  Campaign Photos, Literature and Mail - Learn what to do and the what-not-to-

do with campaign photos and their use in handouts and mailings. Learn how to

acquire quality voter lists, choose designs and layouts to maximize your effort,

and to coordinate voter mail and voter contact programs.

Noon – 12:45 pm  *Lunch & Networking*

12:45 – 2:00 pm  Digital Tactics - Learn about the latest tools and platforms to utilize for your

campaign. Many of these tactics are free and you will learn how to run a more

efficient campaign.

2:00 – 2:15 pm Break

2:15 – 3:30 pm  Voter Identification and GOTV (Get Out the Vote) - Learn ways to

implement effective targeted outreach to your supporters. Understand what

resources you will need and what is available for early and absentee voters.

Learn how to develop a systematic plan to get the most out of mail, phones,

door-to-door, and Election Day strategies that deliver successful results. In campaigns, you do not need to speak to everyone. Target the right voters, make sure they know who you are, and more importantly, know who they are! How to mobilize them to the polls on Election Day and *Get Out the Vote*! GOTV activities, door-to-door, phone and direct mail.

3:30 – 3:45 pm Break

3:45 – 5:00 pm  How to Raise Contributions through Events and Individuals - Learn the Who,

What, Where, When, Why and How of Fundraising, campaign finance laws for

asking for money, putting together a finance committee and organizing events.

Download the 2020 MEPSS Campaign School Registration form now!

Area Hotels:

**Hampton Inn & Suites** (517) 349-6100, 2200 Hampton Place, Okemos, MI 48864.

**Staybridge Suites** (517) 347-3044, 3553 Meridian Crossing, Okemos, MI 48864