

## MEPSS Campaign Seminar

Friday, **March 15, 2019** - 5:00 p.m. to 10:00 p.m.

Saturday, **March 16, 2019** - 8:30 a.m. to 5:00 p.m.

This weekend seminar will bring you together with other Republicans (*male and female*) who have an interest in running for a public office, managing a campaign or being a key volunteer. Our presenter provides 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.

Topics: how to write a campaign plan, develop a winning campaign strategy, target and identify voters, how to use data and digital tools, manage grassroots outreach and raise funds.

### Details

Date and Location: March 15 & 16, 2019 at the Michigan Infrastructure and Transportation Association MITA (2937 Atrium Drive Okemos, MI 48864)

Registration: \$150.00 for new participants. \$100 for MEPSS graduates or for those who have attended a MEPSS campaign seminar.

Who May 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](mailto:mepssgopprogram@gmail.com) or on our website, [www.michiganexcellence.com](http://www.michiganexcellence.com).

### Program Schedule

#### **Friday, March 15, 2019**

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 maximize every aspect of your campaign, including your *time*.

## **Saturday, March 16, 2019**

- 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 2019 MEPSS Registration Form now! [www.michiganexcellence.com](http://www.michiganexcellence.com)



We have secured discount rates for 2 hotels close to our meeting location for your convenience. To make a reservation, use the code word “MEPSS” for a reduced block rate.

Hampton Inn & Suites (517) 349-6100, 2200 Hampton Place, Okemos, MI 48864. Double Queen room for \$119 + tax.

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

Studio suites - Queen bed, bath and family room with a full size sofa sleeper \$137.00 + tax.

One bedroom King suite (King bed, bath, family room with fold out couch) \$165.00 + tax.

One bedroom suite with 2 Queen beds (2 queen beds, bath and family room with fold out couch) \$165.00 + tax.