



MICHIGAN
EXCELLENCE IN PUBLIC SERVICE
SERIES

Campaign Seminar
November 6 & 7, 2015

Friday, November 6, 2015: 5:00 p.m. to 10:00 p.m.
Saturday, November 7, 2015: 8:00 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 office, or managing a political campaign. We have invited nationally acclaimed speakers from our past programs with a proven track record of success in their field. If you are even thinking about running for political office in the future, this is an event you don't want to miss.

While you may think it is too early to start planning your campaign, keep in mind there are at a minimum 40 open seats in the state house in 2016. Now is the time to get a jump on the foundation of your campaign before full campaign mode begins.

The presentations will give you the knowledge and material needed to run for office or manage a campaign. Want to learn how to fundraise? We have a presenter who has raised money for some of Michigan's *Who's Who* in politics.

Are you an alumnus of either MEPSS or the MEPSS Campaign Seminar? We have a special rate for you.

Details:

- Date and Location: November 6 & 7, 2015 at the Michigan Infrastructure and Transportation Association. They are located at 2937 Atrium Drive, Okemos, MI (they are located between Jolly and Sandhill off of Hagadorn Road)
- Registration: \$150.00 for new participants. \$100.00 for MEPSS graduates or those who have previously attended the MEPSS campaign seminar.
- Hotel Accommodations: There are several hotels in the area of Jolly and Okemos Road.
- This program is open to any **REPUBLICAN** (male or female) who has an interest in either running for public office or wants to manage a campaign.

Interested in becoming a sponsor or organizational partner?

Contact Dawn at mepssgopprogram@gmail.com.

Program Schedule

Friday, November 6, 2015

- 5:00 p.m. – 5:30 p.m. Registration
- 5:30 p.m. – 5:45 p.m. Welcome and Introduction
- 5:45 p.m. – 7:15 p.m. **How to Raise Contributions through Events and Individuals,**
In this session you will learn the Who, What, Where, When, Why and How of Fundraising
- 7:15 p.m. – 7:30 p.m. Break
- 7:30 p.m. – 9:00 p.m. **Campaign Photos, Literature and Mail,**
Learn the what-to-do and what-not-to-do of campaign photos and their use in handouts and mailings.
- 9:00 p.m. – 10:00 p.m. **Win with Big Data,**
Learn how to use data to maximize every aspect of your campaign, including your time.

Saturday, November 7, 2015

- 8:00 a.m. – 8:30 a.m. Breakfast
- 8:30 a.m. – 10:00 a.m. **Volunteers and Grassroots Campaigns,**
Learn how to maximize your volunteer efforts in the modern campaign for real grassroots success.
- 10:00 a.m. – 10:15 a.m. Break
- 10:15 a.m. – Noon **Developing a Message,**
In this session you will learn how to develop your message and use earned media.
- Noon – 12:45 p.m. Lunch and Networking
- 12:45 p.m. – 2:00 p.m. **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 p.m. – 2:15 p.m. Break
- 2:15 p.m. – 3:30 p.m. **Voter Identification and GOTV,**
To win your campaign, 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! Then, mobilize them to the polls on Election Day and Get Out The Vote.
- 3:30 p.m. – 3:45 p.m. Break
- 3:45 p.m. – 5:00 p.m. **Planning to Win, Writing a Winning Plan,**
Learn the elements required in a campaign plan and how to target and use your targeting.

MEPSS Campaign Seminar Registration Form

Please Respond (with payment) no later than Friday, October 23, 2015.
Checks can be made payable to MEPSS. Forms along with payment can be mailed to
MEPSS, P.O. Box 13042, Lansing, MI 48901.

Name: _____

Home Address: _____

Home City, State, Zip: _____

Home/Cell Phone: () _____

Email Address: _____

MEPSS Graduate or Prior MEPSS Campaign Seminar Attendee? YES NO

Are you currently elected? YES NO If yes, to what office? _____

Have you run for office previously? YES NO

If yes, which office have you run for? _____

Are you interested in running for office? YES NO

If yes, when and for what position? _____

FOR FURTHER INFORMATION CONTACT:

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As of October 9, 2015