

## CAMPAIGN SCHOOL

### Have you ever considered running for public office?

Do you wish you could sharpen your campaign skills in a run at politics? At the non-partisan Campaign School, you'll get the tools before you throw your hat into the ring. Learn what it takes to wage an effective campaign from proven campaign professionals.

The Campaign School will provide information and training on such things as working with volunteers, communication, fundraising, campaign and finance laws, writing a campaign plan, getting out the vote, election day activities and other relevant campaign topics, including talking to the press.

You'll meet with campaign professionals familiar with the political landscape of the state, people who can and will address all of these subjects. And you'll talk to elected officials in a "round table" setting to get all your questions answered. Even if you're just toying with the idea of running, you can use this day of training to sharpen your focus before making a decision.

Sign up now for a full day of insight and information to ensure that your campaign is a winner.

## SCHOOL SPONSORS



**Montana Electric  
Cooperatives' Association**

Touchstone Energy® Cooperative



**Montana Chamber  
of Commerce**



**Montana Credit  
Union Network**



**Montana Association  
of REALTORS**



**National Rural Electric  
Cooperative Association**



**Credit Union  
National Association**



**Montana Electric Cooperatives' Association**  
P.O. Box 1306  
Great Falls, MT 59403

If you're thinking about a run for  
**Public Office**



Think about the



**Campaign School**

### A DAY-LONG TRAINING SESSION

- How to run a *winning* campaign
- Communicating your message
- Writing the campaign plan
- Election and finance laws
- Working with the press
- Writing commercials
- Getting out the vote
- Raising funds

### Coming to a Montana city near you ...



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**Campaign  
School** \*\*

**Great Falls—February 7**

Hilton Garden Inn

**Missoula—February 8**

Hilton Garden Inn

**Bozeman—February 9**

Hilton Garden Inn

**Billings—February 10**

Holiday Inn Grand Montana

## WHO SHOULD ATTEND

- Candidates for local offices (city council, mayor, county sheriff, etc.)
- Candidates for the state legislature
- Candidates for statewide office
- People thinking about running for state or local office
- Campaign managers
- Fundraisers
- Volunteer coordinators
- Political party leaders
- Community activists

*Whether you are a Republican, Democrat, third-party supporter or independent, you will not want to miss the invaluable information provided by the Campaign School.*

**FEBRUARY 7 – GREAT FALLS**  
Hilton Garden Inn

**FEBRUARY 8 – MISSOULA**  
Hilton Garden Inn

**FEBRUARY 9 – BOZEMAN**  
Hilton Garden Inn

**FEBRUARY 10 – BILLINGS**  
Holiday Inn Grand Montana



# CAMPAIGN SCHOOL

## 2012

## AGENDA

- 8:30 a.m. Registration and Continental Breakfast
- 9 a.m. Welcome
- 9:15 a.m. Entering the Arena  
Campaign Planning: Your Road Map to Success
- 10:45 a.m. Break
- 11 a.m. Fundraising and Budget
- 12 noon Luncheon - "Tales from the Campaign Trail" (Round Table with Elected Officials)
- 1 p.m. Filing and Campaign Finance Rules
- 2 p.m. Crafting and Delivering Your Message: Earned and Paid Media
- 3:15 p.m. Break
- 3:30 p.m. Getting Out Your Vote: Targeting and Field Strategies
- 4:30 p.m. Adjourn

## REGISTRATION FORM

Name: \_\_\_\_\_

Office sought: \_\_\_\_\_

Academy city: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

**\* BRING YOUR STAFF AND SAVE!**  
\$35 for the first registrant from a campaign  
\$25 for each additional registrant

Please give me the **\$10 DISCOUNT!**

My campaign: \_\_\_\_\_

Name of first paid registrant: \_\_\_\_\_

**Please return this form and enclose registration fee of \*\$35 made payable to:**

Montana Electric Cooperatives' Association  
Attention: Sharon McDonald  
P.O. Box 1306  
Great Falls, Montana 59403  
(406) 761-8333 phone  
(406) 761-8339 fax  
*sharonm@mtco-ops.com or*  
*register and pay online at [www.mtco-ops.com](http://www.mtco-ops.com)*  
**Facebook Page:** 2012 Montana Campaign School

## A WORD ABOUT YOUR MONTANA SPONSORS

**The Montana Electric Cooperatives' Association, Montana Chamber of Commerce, Montana Credit Union Network and the Montana Association of REALTORS offer this program as a service to the communities they serve and the state as a whole**