

*A Two-Day Campaign Seminar
Presented by Iowa Family Policy Center Action and Iowa Family PAC*

Changing the Culture By Winning Campaigns

Including special training on winning primaries - even against incumbents!

Do values matter in modern-day politics? It's alarming that we've reached the point where that question even needs to be asked – but, unfortunately, we have. More and more political leaders and parties are choosing to sacrifice culture-defining issues such as life, liberty, marriage and the family on the altar of political expediency, mistakenly believing that values no longer matter to voters.

The truth is voters today – perhaps more than at any time in recent history – are yearning for principled candidates committed to standing strong for the timeless values upon which our country was founded. They want candidates who will stand strong against the politics-as-usual establishment working to undermine those values.

The “Winning Campaigns” seminar shows principled candidates, campaign staff, and grassroots activists how to run winning campaigns without compromising their values – with a special emphasis placed on running and winning primaries (even against incumbents). You'll learn:

- Secrets campaign pros use to develop winning strategies.
- How to raise all the money you need to win, even if you've never raised money before.
- Keys to persuading voters in person, through the mail, over the phone, and online.

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Register To Attend Today!
www.IowaFamilyPAC.com
516-263-3495

May 6th-7th
Des Moines, IA

Is This Seminar Right For You?

We'd be the first to admit, this campaign seminar isn't for everyone. That's why we developed the following five-question quiz to help you decide if it's for you.

1. Are you frustrated with the absence of principled leadership in politics? Yes No
2. Are you fed up with elected officials who talk the talk, but don't walk the walk? Yes No
3. Have you had enough of political parties favoring candidates who are supposedly "electable" over candidates who are principled? Yes No
4. Do you believe it's important that our government reflect the Judeo-Christian values upon which it was founded? Yes No
5. Are you willing to take a stand for timeless American values by running for political office, or helping principled candidates who do? Yes No

If you answered "yes" to the questions above, then the "Winning Campaigns" seminar is for you.

Why This Seminar Is Different

We hear it all the time: "I've been to other campaign seminars and they're all the same." Well, not this one. The Winning Campaigns seminar is different in a number of ways – but three critical ones are:

Practical We believe information is important, but implementation is what has impact. That's why every element of the seminar has been designed to bridge the gap between principle and practical. Not only will you learn the principles of a winning campaign, but you'll get the practical tips and tools you need to actually implement them on your campaign.

Principles The curriculum was developed not just to teach candidates how to win, but how to do it without compromising their values on culture-defining issues such as sanctity of life, religious liberty, marriage and the family.

Primaries In many cases, electing principled candidates means winning primary elections. That's why we've devoted a significant portion of the seminar curriculum to teaching strategies and tactics for winning primaries - even against incumbents.

Two days that could change your life, your state and your country.

What You'll Learn

The Winning Campaigns seminar will provide you with the tips, tools, and techniques you need to run a winning campaign at any level – including primaries. Here are just a few of the things you'll learn:

- Essential Elements of a Winning Campaign Strategy
- How Campaigns Are Really Won & Lost
- Calculating Exactly How Many Votes You Need To Win
- Identifying & Persuading Voters Who Make the Difference
- Four Steps To Developing a Persuasive Message
- How To Communicate Values In Ways That Win Votes
- The Keys To Beating Incumbents
- If, When & How To “Go Negative”
- Developing a Realistic Fundraising Plan You Can Actually Implement
- Calculating How Much Money It Will Take To Win
- The Only Four Reasons People Will Contribute To Your Campaign
- How To Get Other People To Raise Money for You
- When & Where To Spend Your Campaign Funds
- Interpersonal Communication Skills
- And much, much more!

Plus, all attendees who register before May 3rd will receive a FREE Campaign Jumpstart Toolkit that includes:

- Campaign Planning Worksheets
- Strategic Targeting Worksheets
- Fundraising Plan Worksheets
- Sample Fundraising Materials
- Getting Started Campaign Checklist
- 40 Key Candidate Questions

Who Should Attend?

- Elected Officials
- Candidates
- Potential Candidates
- Campaign Staff & Consultants
- Campaign Volunteers
- Grassroots Activists
- Party Leaders
- Church Leaders
- Concerned Citizens

What To Expect?

You should arrive prepared to experience two intense days of campaign training different from any other available today. The dress, atmosphere, and fellowship are casual and surprisingly fun. The training itself is practical, fast-paced, and entertaining. Past attendees have said it's like “drinking from a fire hose.” You can expect to leave with the practical tips, tools, and tactics you need to run a successful campaign at any level – without having to compromise your values.

Register Today! www.IowaFamilyPAC.com or 515-263-3495

What Attendees Say

"I've attended a number of campaign schools and this one is far and away the best." – Chuck

"The stuff I learned at this seminar last year got me elected, so I came back for a review to be sure I get re-elected." – Jo Anne

"Wow! You not only showed me how to win a campaign, but gave me tools to actually do it. Thanks." – Sarah

"A GOD SEND for the part-time campaigner. It's necessary for every potential candidate and campaign volunteer if they want to win." – Michelle

"This is exactly what I needed...a simple, cut-to-the-chase approach to running a campaign. I was really overwhelmed with my campaign, but now I know exactly what I need to do and how to do it." – Frank

"Every candidate that's serious about winning needs to attend this seminar." – Tom

"The seminar was really easy to understand. I have never worked on a campaign before, but now feel like I know what I'm doing." – Tami

Schedule

Thursday

8:00 a.m. – Registration

8:30 a.m. – Seminar Begins

5:00 p.m. – Day One Ends

Friday

8:00 a.m. – Day Two Begins

2:00 p.m. – Seminar Ends

IFPC's mission is to restore and defend traditional moral principles in the culture by advocating for sound public policy.

Common Questions

What's the cost?

The value of this seminar is approximately \$350 per person. For the candidates who have satisfactorily completed and returned the IFPCA "Natural Law Survey" as well as the Candidate Questionnaire, the seminar is provided free of charge, courtesy of the Iowa Family PAC. For volunteers who agree to provide at least 10 hours of assistance to Christian Statesman candidates, same applies. For volunteers, who agree to provide at least 10 hours of assistance to the LUV Iowa marriage effort, the forum is free, courtesy of IFPCA.

Where it is held?

Grace Church, 4200E. 25th Street, Des Moines, IA, 50317, room #204 (upstairs).

What should I wear?

Dress should be comfortable and casual.

What about food?

Snacks and lunch are provided each day.

What about lodging?

Contact Kristen @ IFPC Action if you need help with lodging--515-263-3495

What will I miss if I arrive late or leave early?

The seminar curriculum is developed to take participants chronologically through the process of planning and running a winning campaign. Each session builds on the previous sessions, so arriving late or leaving early is not recommended.

What if I don't have any political experience?

Not a problem. The seminar curriculum and the practical tools it includes were developed to help novice campaigns as well as experienced political professionals.

Two Ways To Register



515-263-3495



www.IowaFamilyPAC.com



Email your name, address and phone number to development@ifpc.org

Two days that could change your life, your state and your country.