

South Dakota Electric Cooperatives'

CAMPAIGN academy 12

Gathering the Tools for a Successful Election Campaign

March 27, Sioux Falls • March 29, Rapid City

Have you ever considered running for public office? Do you wish to sharpen your campaign skills? At the Campaign Academy from America's electric cooperatives, you'll get answers. Learn what it takes to wage an effective campaign from proven campaign professionals.

The Campaign Academy will provide information and training on such things as working with volunteers, communication, fund-raising, campaign and finance laws, writing a campaign plan, election day activities and other relevant campaign topics. Campaign professionals familiar with the political landscape of the state will address all of these subjects.

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

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
- Fund-raisers
- Volunteer coordinators
- Political party leaders
- Community managers

Whether you're a Republican, Democrat, Independent or third party supporter, you will not want to miss the invaluable information provided by the Campaign Academy.

NOBODY CAN DO IT ALONE Bring your staff and save!

Running for office requires a huge commitment not only from the candidate, but also from those who will assist their efforts. To get the most benefit from attending the school, bring one or more of your key staff with you and save. Additional participants can attend and receive a \$10 discount off the \$25 registration fee. Save yourself the trouble of having to relay important information and ideas to others. Bring them with you.

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"I would recommend this course to anyone, especially people who are candidates for the first time as I am."

Past Participant

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CAMPAIGN ACADEMY AGENDA

- 8:30 a.m. Registration and Continental Breakfast
- 9 a.m. Welcome
- 9:15 a.m. Hunt the Ducks Where the Ducks Are! (*Writing a Campaign Plan*)
- 10:45 a.m. Break
- 11 a.m. Dialing for Dollars (*Writing and Implementing a Finance Plan*)
- Noon Luncheon – Tales from the Campaign Trail (*Round Table with Elected Officials*)
- 1 p.m. Election and Finance Laws
- 2 p.m. Communicating Your Message (*Commercials, Working with the Media*)
- 3:15 p.m. Break
- 3:30 p.m. Get Out the Vote (*Getting Your People to the Polls*)
- 4:30 p.m. Adjourn

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REGISTRATION FORM

Name: _____
 Office Sought: _____
 Address: _____
 City/State/ZIP: _____
 Home Phone: _____ Office Phone: _____
 Fax: _____ E-Mail: _____

Please check the site you will be attending:

Sioux Falls (March 27) (*Holiday Inn City Centre*) Rapid City (March 29) (*Rushmore Plaza Holiday Inn*)

Please list additional Campaign Staff Members who will be attending for \$15 each: _____

Please return this form, along with appropriate registration fee, **by March 13**. Registration is \$25 for the first participant and \$15 for each subsequent campaign staff member and should be made payable to **South Dakota Rural Electric Association, Attn: Campaign Academy, PO Box 1138, Pierre, SD 57501**. For additional information, contact us at 605-224-8823 or online at www.sdrea.coop.