

*An Exclusive Two-Day Campaign Seminar  
Presented by Kansas Family Policy Council Action*

# Changing the Culture By Winning Campaigns

*Including special emphasis on beating incumbents – even in primaries!*

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 and standing stronger 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.

*More seminar content on page 3*

**Register To Attend Today!**  
**[www.kansasfpc.com](http://www.kansasfpc.com)**  
**Call (316) 993-3900**

**March 25-26**  
**Overland Park, KS**



# 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 all 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”
- Using the Internet & Email Effectively
- Building An Organization That Gets Things Done
- Door-to-Door Strategies and Tactics That Work
- Planning & Producing Mail Pieces That Pop
- 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
- And much, much more!

Plus, all attendees who register before March 18<sup>th</sup> 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 all 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.kansasfpc.com](http://www.kansasfpc.com) or Call (316) 993-3900**

# 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

11:00 a.m. – Registration

12:30 p.m. – Seminar Begins

6:00 p.m. – Day One Ends

### Friday

8:00 a.m. – Continental Breakfast

8:45 a.m. – Day Two Begins

12:15-1:00 p.m. – Lunch Break

5:00 p.m. – Seminar Ends

Kansas Family Policy Council (KFPC) is a research and educational organization committed to strengthening the family. Kansas Family Policy Council exists to serve and strengthen Kansas families by communicating truth to empower citizens, churches and state decision makers to positively impact their local communities state and nation.

# Common Questions

## What's the cost?

Nothing, it's free. A group of donors concerned about the political leadership in our state have generously underwritten the cost of the seminar.

## What should I wear?

Dress should be comfortable and casual.

## What about food?

Continental breakfast, snacks and refreshments are provided. Lunch will be \$15.00 on Friday.

## What about lodging?

We have negotiated a special group rate of \$99/night at Marriott Overland Park. Please contact the hotel directly at (800) 810-2759 to make a reservation. Be sure to tell them you're with the Kansas Family Policy Council Action to receive this discounted rate.

## 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. This seminar builds upon each session. We would highly recommend attending from the beginning.

## 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.

## Three Ways To Register



Call (316) 993-3900



[www.kansasfpc.com](http://www.kansasfpc.com)



Email your name, address and phone number to [anna.kfpc@cox.net](mailto:anna.kfpc@cox.net)

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