

Candidate School: How to Run for Office & Win!

Sponsored by: Commercial Alliance of REALTORS®, the Grand Rapids Association of REALTORS®, the Grand Rapids Area Chamber of Commerce and the Home & Building Association of Greater Grand Rapids



Wednesday, February 17, 2010

8 a.m. – 3:30 p.m.

Grand Rapids Association of REALTORS®

660 Kenmoor Ave SE

Grand Rapids, MI 49546

NO COST (includes lunch & materials)

RSVP by February 13

Limited to 60 Participants – Register today!

Why offer a candidate school? Given Michigan's current political and economic climate, business-minded individuals must be engaged in the process. *You can make a difference!*

Whether you're a serious candidate, want to work on a campaign or exploring your options, this event is for you! From School Board to Senate, candidates for public office will learn what it takes to run for office and win. You won't find a better resource than this event.

Session 1: The morning session covers all you need to know about:

- Campaign Planning & Budgeting
- Voter Lists & Data Management
- Campaign Fundraising
- Election Laws
- Voter Targeting, Identification
- Voter Contact & Earned Media
- Volunteers, Grassroots Operations
- Get Out The Vote

Lunch: A panel discussion on local issues featuring community leaders. Topics include: Health Care, Education, Environment/Land Use and Economic Development.

Session 2: In the afternoon session, the class will split into two competing teams to run a campaign scenario. You'll be in the "war room" as you plan and run a campaign.

Complete this form to reserve your seat at the Candidate School!

RSVP by February 12 to guarantee food and materials

Fax to 616.771.0318 Email johnstona@grandrapids.org Call Andy Johnston at 616.771.0335

Name(s) _____

Company _____

Phone _____ **Fax** _____

Email _____