

# Campaign Management School

Presented with the Nevada Federation of Republican Women

January 29, 2016  
8:30AM to 5PM

Spanish Trail Country Club,  
Las Vegas, Nevada

Instructor: Holly Robichaud

There's a place for you  
at our table



All participants receive a  
copy of the NFRW  
*Campaign Management  
School Manual*

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## Morning Session 8:30am to Noon

Welcome, Lori Piotrowski (NvFRW President) & Ed Williams (Clark Co. GOP Chairman)

Overview of campaigning & the different campaign stages

Targeting, micro-targeting and identifying the vote  
Research

- Vulnerability studies
- Opposition research

Earned Media Strategy

- How to write a press releases and subjects to cover
- The importance of letters to the editor
- Should you hold a press conference
- Other ideas on how to campaign with no costs
- How to speak to the press
- How to handle editorial board meetings

## Lunch Discussion

Top Mistakes Candidates Should Avoid

## Afternoon Session 1:30pm to 5pm

Grassroots organizing—How to beat the Obama machine

- Phone banks
- Door knocking on Red Bull
- The thirty second pitch at the door
- Follow up

Communicating with Voters

- Paid Voter Contact
  - Direct Mail
  - Phones
  - Electronic Media
- Social Media/Internet

GOTV

- Fundraising
- Personal solicitation
- Direct mail
- Email
- Events
- Finance Committee
- PACs

Concluding Remarks, Carrie Almond, President, NFRW