

About the RPOF Campaign Schools...

The 2002 Election Cycle will prove to be an exciting and competitive year with every Congressional and Legislative seat up due to redistricting. Local city and county campaigns will be competing for everything from volunteers to monetary resources. Candidates and campaign staff must be able to run a smart, well organized and well-funded race. These schools will enable you to learn important planning, managerial and implementation skills necessary to WIN!

You will hear from political professionals, legislative experts, media professionals and nationally recognized individuals — proven veterans of campaigns both in Florida and from around the country.

You have already made the tough decision to make a difference in Florida politics. Now learn how to turn that commitment into reality.

*Once completed, please return by
mail to:*

RPOF 2002 Campaign Schools
Post Office Box 311
Tallahassee, FL 32302

Or, you may fax the information to:

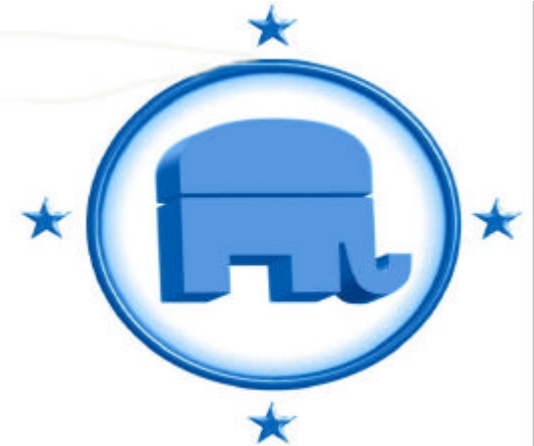
RPOF 2002 Campaign Schools
850/681-0184

*Individuals accepted to the RPOF 2002 Campaign School will receive a packet of information regarding hotel registration and final schedule.

Republican Party of Florida
Post Office Box 311
Tallahassee, FL 32302

850/222-7920 Office
850/681-0184 Fax

www.rpof.org



RPOF 2002 Campaign Schools

FOR CANDIDATES

***FOR CAMPAIGN
MANAGERS***

***FOR CAMPAIGN
STAFF***

REPUBLICAN PARTY OF FLORIDA 2002 CAMPAIGN SCHOOLS

Tentative Agenda

FRIDAY-----

- Introduction and Overview
- Developing a Campaign Plan
- Building your Campaign Organization
- Opposition Research

SATURDAY-----

- Voter Contact Programs—Absentee Ballots, Door-to-Door, Phones, Poll Watching
- Communications/Press—Earned and Paid Media
- Targeting—Demographic and Precinct
- Direct Mail
- Fundraising—Strategies and Methods
- Issue Focus—Primer on Current Events
- Strategy

Application Form

I AM RUNNING FOR:

(LIST OFFICE)

I AM WORKING ON:

(LIST CAMPAIGN)

I AM INTERESTED IN RUNNING
FOR, OR WORKING ON:

(LIST OFFICE OR CAMPAIGN)

NAME: -----

ADDRESS: -----

CITY: -----

STATE: -----

ZIP: -----

PHONE: -----

FAX: -----

E-MAIL: -----

School Schedule

Tampa on February 22 and 23

Jacksonville on March 8 and 9

Pensacola on April 5 and 6

Ft. Lauderdale on May 3 and 4

Orlando on June 21 and 22

** Class sizes are limited and decisions on admittance will be based on merit.*

Please attach a 250-word essay on why you want to attend the Campaign School, as well as your most recent resume. Be sure to include any and all campaign experience.

Classes are tentatively scheduled to be held from 5 to 9 p.m. on Friday and continue from 8 a.m. to 5 p.m. on Saturday. Meals will be provided.

There is no application fee associated with the RPOF 2002 Campaign School.

No man is good enough to govern another man without that other's consent.

Abraham Lincoln