

Presented by: **FAMILY POLICY INSTITUTE OF WASHINGTON**

**SEPTEMBER
6 & 7, 2013**

WHO SHOULD ATTEND:

- All Candidates
- Potential Candidates
- Campaign Staff & Consultants
- Elected Officials
- Campaign Volunteers
- Party Leaders
- Pastors & Church Leaders
- Grassroots Activists
- Concerned Citizens

LOCATION:

Silver Cloud Hotel – Bellevue Eastgate
14632 SE Eastgate Way
Bellevue, WA 98007
"Campaign School" Room
Rates Available. 425-957-9100

SCHEDULE:

Friday

11:30am Registration
11:45pm Lunch
Noon: School begins
6:00pm Day One ends

Saturday

7:45am Breakfast
8:00am Day Two begins
Noon: Lunch
3:30pm School dismissed

COST:

\$100 per person Includes meals & materials

Changing Culture through Effective Campaigns

An exclusive two-day, non-partisan campaign seminar focused on the "why" and "how" of political campaigns.

4 M's of Campaigns & Government:

- **Meaning** – Why Christians should be involved in government at all levels.
- **Mechanics** – How to campaign smartly and effectively.
- **Message** – How to shape and communicate the message you believe.
- **Money** – How to raise the necessary resources to be victorious.



Seminar Presenter

Congressman Bill Redmond has run in four Federal races. He is a pastor and a graduate of Chuck Colson's worldview study, the Centurion Program.

The Uniqueness of Campaign School

First Principle: Understand Biblical foundational First Principles of American Government.

What Went Wrong? Understand what led America to the brink of cultural and political collapse, and how to recover.

Practical: Important information and instruction on implementation for maximum campaign success. Take-home materials include a CD with templates for messaging assistance, race analysis, organizational charts, campaign finance plan, fundraising letters and other helpful tools.

Primaries: In many cases, electing principled candidates means winning primary elections. That's why we've devoted a portion of the Campaign School to teaching strategies and tactics for winning primaries against incumbents.

Specific Practical Material Presented

- Understanding a Biblical Worldview of Government
- Causes of Campaign Wins & Losses
- Identifying How Many Votes a Candidate Needs to Win
- Developing a Believable Message
- The Difference Between a Campaign Strategy & Campaign Tactic
- "Count the Cost" – How Much Money Do I Need to Win?
- Running Against Incumbents
- And much more...

[Register Online Today!](#)

Visit www.fpiw.org or call 425.608.0242 for more information

Family Policy Institute of Washington
Registration for Campaign School '13
September 6 & 7, 2013

Please Print

Contact Info:

Name: _____
First Name Last Name

Address: _____
Street number or PO Box City State Zip

Phone: _____ Email: _____
Area Code Phone Number Email Address

Organization/Affiliation (If applicable): _____

Select all that apply:

- Elected Official - Current Office holding: _____
- Candidate / Potential Candidate: Office your seeking: _____
- Campaign worker/ volunteer
- Passionate Conservative
- Party Leader
- Church Leader
- Other

Registration Fee: \$100 per person (includes materials and meals)

Registering for a campaign team. Total Number of people attending: _____
(Please attach a separate page with names and contact info for each team member attending the Campaign School)

Check or Money Order enclosed (payable to **FPIW**)

Please charge my credit card (fill out credit card information below)

Credit Card (select one): Visa MC Amex Discover

Name as it appears on credit card: _____

Credit Card number: _____

Total Amount: \$ _____ Expires: _____ Security Code: _____
three digit number in back of card

To register, please complete this form and mail to: FPIW 16108 Ash Way, Suite 111-A, Lynnwood, WA 98087

Other ways to register:

- Fax to 425.608.7216
- Scan and email to info@fpiw.org
- Register online at www.fpiw.org
- Call FPIW at 425.608.0242

**Deadline to register:
AUGUST 29, 2013**