

About the Speakers

The campaign school will be taught by experts in political campaigns who have worked on and won hundreds of candidate and issue campaigns all over the country. This is your chance to interact with political experts and gain an invaluable wealth of knowledge, which may make the difference for your campaign. Whether you are a first time candidate, incumbent, campaign staff worker, volunteer, someone considering running for office, or a political activist, we will expand your knowledge at this campaign school.

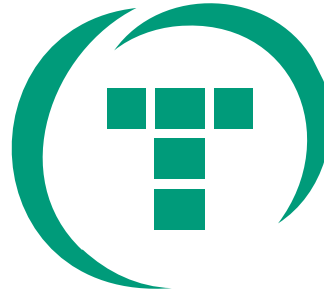
Comments from Past Campaign Schools

"As a city council member, I decided to challenge the Mayor. The school taught me how to run a smart, targeted campaign that required less effort citywide than my previous election for city council in just one district. In the end, I defeated my opponent and am now mayor."

"I have been elected to office four times and didn't think I needed this school - boy was I wrong! This school showed me how I can strengthen my next campaign and eliminate certain vulnerabilities."

"This workshop has concisely honed in on what it takes to run a successful campaign. The speakers were knowledgeable and the materials well organized and informative. I feel that I am now in a much better position to begin my campaign and will follow what you have presented!"

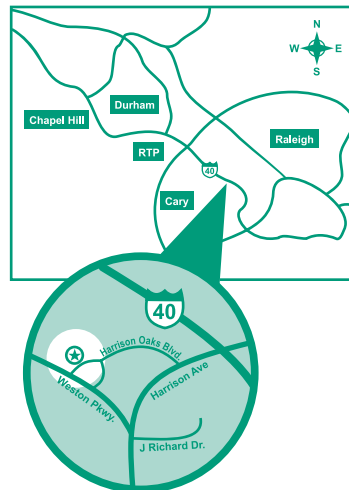
"I was in a tight race and needed to make sure I was doing things right. The school showed me I was headed in the right direction, and taught me even more ideas. I implemented the voter ID program I learned, which gave me the edge I needed to win."



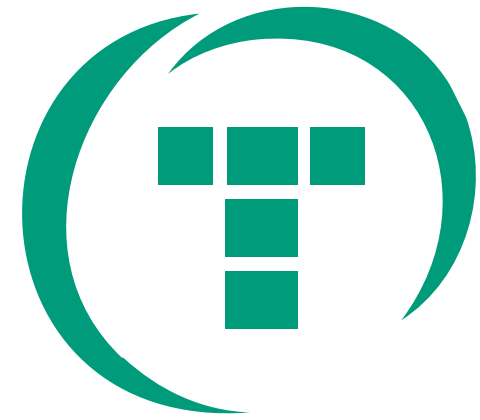
Triangle Community Coalition 2007 Campaign Training School

Wednesday, July 25
from 8:30am - 4:30pm
Followed by a reception with
the TCC members
from 4:30pm - 6:00pm

One Eleven Place in Cary, NC
(The Raleigh Regional Association of REALTORS® Building)
Please call Chris Sinclair for additional directions at
919-654-5418



Please visit our website at www.tricc.org



2007 Campaign Training School

Wednesday, July 25
from 8:30am - 4:30pm

Followed by a reception with
Triangle Community Coalition
members from 4:30pm - 6:00pm

Triangle Community Coalition

Triangle Community Coalition

Presents 2007 Campaign Training School

Seminar Topics Will Include:

- ▶ Fundraising
- ▶ Developing a Campaign Plan
- ▶ Voter Targeting
- ▶ Message and Strategy
- ▶ North Carolina Election Laws
- ▶ GOTV: Get-Out-the-Vote
- ▶ Writing an Election Timeline
- ▶ Direct Mail
- ▶ Using Phones to Reach Voters
- ▶ Grassroots Strategies
- ▶ Walking Door-to-Door

AGENDA

- 8:30am Registration
- 8:55am Introduction and Welcome Remarks
- 9:00am Planning and Budgeting: Getting Organized
- 10:15am Break
- 10:30am Election Laws and Finance Report Deadlines
- 11:00pm Fundraising
- 12:15pm Lunch
- 1:00pm Voter Lists, Targeting, and Identification
- 2:15pm Break
- 2:30pm Voter Contact and GOTV
- 3:30pm The Campaign Timeline: Winning Strategies
- 4:30pm Reception

Wednesday, July 25 from 8:30am - 4:30pm

Followed by a reception with the TCC members from 4:30pm 6:00pm

At One Eleven Place in Cary N.C. (The Raleigh Regional Association of REALTORS® Building). Cost is \$25 per person (includes lunch, reception, and all campaign materials). For more information or directions please call Charlene Logan at (919) 654-5418.

This campaign school is designed to give political candidates and their campaign staff the winning edge. This is a full day interactive school that is taught by state and national campaign experts to help you win your election. They will share their secrets and their success stories and show you the latest technologies to benefit your campaign.

Registration

- Yes! I want to learn how to put together a winning political campaign!

The TCC Campaign School is for invited candidates and campaign staff only. The cost is \$25 per person. The price includes all materials (campaign manual, sample mail pieces, handouts, etc.) and lunch. All attendees are invited to meet our TCC members after the campaign school at a reception from 4:30pm to 6:00pm. This reception is open to campaign school attendees only.

Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

E-mail: _____

What office are you running for or what campaign are you with?

When is your election?

If you are a current elected official, please list what office and where: _____

Please send registration and payment by Friday, July 20, 2007 to

Triangle Community Coalition

7413 Six Forks Road #305

Raleigh, NC 27615-6164

Or fax your registration with credit card payment to 1-866-338-7163

Total Amount \$ _____

Mastercard Visa

Name on card: _____

Card number: _____

Expiration date: _____

Billing Address: _____

Signature: _____

Seating is limited, so please register early!