



1 to 1 Data Solutions  
Direct Mail  
Fulfillment

## Eye / Comm

Focused Direct Marketing

### ***Everything you need to know to win your election.***

Dear Candidate,

Running for office is exhausting, expensive, frustrating and confusing.

Join State Senator Steve Peace (retired), Ben Katz, Complete**Campaigns.com.**, Fred Rogers, Fourth Turning Strategies and me, Jim Elliott, Eye/Comm Direct Marketing. Acquire the skills you need to be a winner November 4.

- How do I raise money?
- Tell me about the internet, my webpage and online fundraising.
- Do I need to worry about the Fair Political Practices Commission? Tell me about reporting requirements.
- How do I create the most effective direct mail?
- November 4 will be a high turnout election. How do I decide who gets mail and who to omit?
- What about absentee voters?
- I need to learn about volunteers, signs, precinct walking, the media, public forums, timing, the opposition. What else is important?
- What will my campaign cost?
- How can I keep control of my campaign?
- How will my family and I deal with the stress?

You are a candidate because, once elected, you will make a difference. Your presenters have spent years helping candidates become elected officials.

***Please join us. You will be glad you did!***

### **Everything You Need to Know to Win Your Election.**

**Saturday, September 6, 2008**

UCSD Extended Studies, Mission Valley

404 Camino Del Rio South, Suite 102

San Diego CA 92108

First registration \$39

Additional registrations \$20 each

Please make checks payable to Eye/Comm Direct Marketing

Sincerely,

**Jim Elliott**

Eye/Comm Direct Marketing

PS. If you want to learn more or have questions, please call (619 668-4740). I will return your call promptly.  
PPS. Our facility can only accommodate 68 people. Send your check and registration today.

[\(Directions on Back\)](#)

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