



## Kansas Farm Bureau Campaign Management Seminar 2627 KFB Plaza, Manhattan, KS

### Day 1

- 8:30 a.m. Check-In and Continental Breakfast
- 9:00 a.m. Welcome and Introduction from Kansas Farm Bureau staff
- 9:15 a.m. Introduction and Outline of Seminar Agenda from AFBF Staff
- 10:00 a.m. **Session 1 – Consideration for the Candidate**
- Candidate Evaluation, The Electorate, Campaign Strategy, the Announcement and Your Spouse and Family.
- 12:00 p.m. Lunch (provided) and Mock Interviews
- 1:30 p.m. **Session 2 – Exploring the Issues**
- Selecting the Campaign Issues and Theme, Communicating with Voters.
- Session 3 – Budget and Fundraising**
- The Campaign Budget, Fundraising and Solicitation and PAC Solicitation.
- Session 4 – Campaign Tactics**
- Basic Campaign Structure, Effective Communications, Promoting the Candidate, Volunteers, Voter ID and Persuasion, GOTV.
- 4:30 p.m. Adjourn to Happy Hour Reception – (heavy hors d'oeuvres and drinks)

### Day 2

- 7:30 a.m. Continental Breakfast
- 8:00 a.m. Mock TV Interview Critique and Review by AFBF Staff
- 9:30 a.m. **Conclude Session 4**
- 12:00 p.m. Working Lunch (provided) – Kansas Campaign Finance Laws - KS Governmental Ethics Commission
- 1:00 p.m. **Session 5 – Getting Elected**
- Identifying Voters, Early Voting, GOTV, Campaign Calendar.
- 2:00 p.m. Wrap-up and Concluding Remarks