



Kansas Farm Bureau Campaign School - Mini Sessions

2:00 Check In

2:15 Welcome and Outline of Seminar Agenda from Kansas Farm Bureau staff

Session 1 – Consideration for the Candidate

- Candidate Evaluation, The Electorate, Campaign Strategy, the Announcement.

Session 2 – Exploring the Issues

- Selecting the Campaign Issues and Theme, Communicating with Voters, Why running statement

3:30 PM Break

3:45 PM **Session 3 – Budget and Fundraising**

- Local Campaign Finance requirements, Campaign Budget, Fundraising

Session 4 – Campaign Tactics

- Campaign Structure, Effective Communications,

Session 5 – Getting Elected

- Identifying Voters, Campaign Calendar

5:15 pm Present Why running statements.

5:30 p.m. Q&A

5: 45 p.m. Wrap-up and Concluding Remarks