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
  o 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