



**Kansas Farm Bureau®  
Campaign School**

## **Wildcats Winning:**

### **A Workshop on Running a Successful Campaign for Elected Office**

- 5:00 PM Welcome and outline of 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
- 6:30 PM Break
- 6:45 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
- 8:15 pm Present Why running statements.
- 8:30 p.m. Q&A
- 8:45 p.m. Wrap-up and Concluding Remarks

**KANSAS STATE**  
**U N I V E R S I T Y**