



**Kansas Farm Bureau[®]
Campaign School**

**Kansas Farm Bureau Campaign School
Overland Park Chamber of Commerce
9001 W 110th St, Overland Park, KS**

April 16

- 10:00 a.m. Check-In and Continental Breakfast
- 10:15 a.m. Welcome and Introduction from Kansas Farm Bureau staff
- 10:30 a.m. Introduction and Outline of Seminar Agenda from AFBF Staff
- 11:00 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.
- 5:30 p.m. Reception Heavy hors d'oeuvres and Drinks

April 17

- 7:30 a.m. Continental Breakfast
- 8:00 a.m. Mock TV Interview Critique and Review by AFBF Staff
- 9:30 a.m. **Session 4 – Campaign Tactics**
- Basic Campaign Structure, Effective Communications, Promoting the Candidate, Volunteers, Voter ID and Persuasion, GOTV.
- 12:00 p.m. Working Lunch (provided) – Kansas Campaign Finance Laws –
Kansas 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