



## Kansas Farm Bureau® Campaign School

### Kansas Farm Bureau Campaign School - Mini Sessions

1:00 Check In

1:15 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

2:30 PM Break

2:45 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

4:15 pm Present Why running statements.

4:30 p.m. Q&A

4:45 p.m. Wrap-up and Concluding Remarks