

CAMPAIGN SCHOOL

AGENDA

**FARM
BUREAU**
NORTH CAROLINA



DAY ONE

- 9:00 a.m. Welcome and Introduction from North Carolina Farm Bureau staff
- 9:15 a.m. Intro and Outline of Seminar Agenda from AFBF Staff
- 10:00 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
- 1:00 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.
- Session 4 – Campaign Tactics**
Basic Campaign Structure, Effective Communications, Promoting the Candidate, Volunteers, Voter ID and Persuasion, GOTV.
- 4:30 p.m. Mock TV Interviews

DAY TWO

- 8:00 a.m. Mock TV Interview Critique and Review by AFBF Staff
- 9:30 a.m. **Conclude Session 4**
- 12:00 p.m. Working Lunch
- 1:00 p.m. **Session 5 – Getting Elected**
Identifying Voters, Early Voting, GOTV, Campaign Calendar.
- 2:00 p.m. Wrap-up and Concluding Remarks

**Thinking about
running** for state
legislature, school
board, county
commission, or other
public office?

Join us at

NORTH CAROLINA
FARM BUREAU'S
CAMPAIGN SCHOOL

April 7-8, 2022

5301 Glenwood Ave
Raleigh, NC 27612

To learn more and register, contact
Stacy Sereno at stacy.sereno@ncfb.org or
call 919-783-4306.

\$100 registration fee

CAMPAIGN SCHOOL

Who should attend?

- Current officeholders
- Potential candidates
- Campaign managers
- Campaign volunteer leaders

Why should you attend?

- Learn the nuts and bolts of campaigning
- Receive non-partisan, unbiased guidance
- Participate in a program with a 78% national win percentage
- Gain confidence to execute a winning campaign

