Campaign Management Seminar

Agenda

Day One – February 18, 2026

9:00 a.m. Welcome and Introduction

9:15 a.m. Intro and Outline of Seminar Agenda

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 (included in fee)

Campaign Finance – Guest Speaker

- John Steffen, Executive Director, Kentucky Registry of Election Finance

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

5:00 p.m. Dinner (included in fee)

Day Two – February 19, 2026

7:30 a.m. Breakfast (included in fee)

8:00 a.m. Mock TV Interview Critique and Review by AFBF Staff

9:30 a.m. ***Conclude Session 4***

Session 5 – Getting Elected

- Identifying Voters, Early Voting, GOTV, Campaign Calendar.

12:00 p.m. Working Lunch (included in fee)

1:00 p.m. Wrap-up and Concluding Remarks