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RUN AS YOU ARE

PART 2

The 90 Day Challenge:
What to do right now.

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Welcome to
**VRL
NATION**

VoteRunLead.org





CHAT BOX



Introduce yourself!

**Share tips, favorite links,
your Twitter handle, etc.!**

**Take advantage!
Ask your questions for our experts
& we will get them answered!**



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ABOUT VOTERUNLEAD

VoteRunLead is a training powerhouse.

We match you with the right know-how, trainings and how-tos to help you enter politics with a purpose. Our approach is practical, actionable, nonpartisan and individualized. VoteRunLead members are sitting on school boards and in state houses all across America. Our candidates are diverse and dynamic. Our team knows how to support you; we are you. We know that who you are—your values and your life experience—make you an exceptional candidate. We believe in you and we feel the urgency you feel.

Get started with our [3 part web series here](#).



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ABOUT US

Search by Topic

Use the Resource Library to customize your learning experience. Select only what you need right now. Start with “What to Run For”. Then work forward.



Run As You Are – Part 1: Why The Skills You Have Are

This is How You Run For Office 3



REPLAYS

**Today's web clinic will be
recorded & available for
on-demand viewing.**

RUN AS YOU ARE

A 3-PART SERIES

PART 1

Why the skills you have are perfect for political office.

Wednesday, April 5

6:30-8pm ET, 5:30-7pm CT, 4:30-6 MT, 3:30-5 PT

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RUN AS YOU ARE



Faith Winter

**COLORADO STATE REPRESENTATIVE, EXECUTIVE DIRECTOR OF EMERGE
COLORADO AND CONSULTANT FOR VOTERUNLEAD** @FAITHKWINTER

Trained thousands of women to run for office at The White House Project.

Named one of 30 people under 30 showing political leadership by the Youth Vote Coalition, one of the top ten most influential women in Denver by the Denver Examiner, Woman of the year by Colorado Business and Professional Women northwest chapter, one of the up and coming women leaders to watch by the Denver Post, and the Colorado Democratic Party named her rising star.

Faith loves organizing because she believes the best way to create change is by building power through people. Faith is a VoteRunLead alum from Colorado Go Run.

RUN AS YOU ARE

PART 2

The 90 Day Challenge:
What to do right now.

1. Know Why: You Are the Best Person to Run

I am qualified to lead because I am
_____ and _____.

Head and Heart

Fact and Feeling

Way of doing and How you do it.

Soft and Hard.

2. Inventory Your Base

- Who are your allies?
- Who will volunteer?
- Who will donate?
- Who will help you network?

Make a plan to grow your connections



**3.
Have 15
Coffees**

- Start with 1 person.
- Then ask them to recommend 2 more people.
- Repeat.

RUN AS YOU ARE

Term expires: November 2019

303-435-3480

sbird@cityofwestminster.us

Invitations for the Councillor to special events: Please do not contact the Councillor directly for invitations to special events. **Please make a request online using Access Westminster**, call 303-658-2006 or by direct mail to the City Manager's Office, 4800 W. 92nd Ave., Westminster, CO 80031.

Shannon Bird was elected to City Council in November 2015.

Bird is an attorney with a background in public finance, commercial and corporate finance, and real estate development transactions. She and her husband David are the proud parents of two young children.



Bird has a J.D., M.B.A, M.S. in Finance and a B.A. in Economics. She is a member of the Board of Directors for the Five Star Education Foundation, a member of the Adams 12 Five Star Schools Policy Council, a member of the Lexington HOA Board of Directors, the Westminster 7:10 Rotary Club and the Westminster Chamber of Commerce. She is also a citizen advocate and volunteer with Great Education Colorado. Bird is a founding member of Adams 12 CAN (Community Action Network), and has served on the Adams 12 District School Improvement Team, District Accountability Committee and was the campaign chairperson of Citizens for Adams 12 Schools. She has also served as the President of the Meridian Elementary PTO for two years, the Vice President for one year and was a member of the City of Westminster Election Commission.

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4. Take 3 Online Courses

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**Dollars & Sense:
Campaign
Budgeting for the
Win**



**Finding the Power
of Your Voice &
Winning Over an
Audience**



Sexism in Politics

OCTOBER 20, 2016

Listen to Freelance Journalist
Jillian Richardson

5.
Become
An Expert

Choose **2** issues
you want to be
an expert on.
Read **one** article
per day on each
issue.

EX: Affordable Housing



webcenter11

EDITORIAL: We **need affordable housing** and indigent care

Colorado Springs Gazette - Apr 11, 2017

We **need** rural hospitals and **affordable housing**. We **need** legislators to get over themselves and put the public's welfare ahead of partisan ...



Richmond.com

Long road still ahead for city to meet **affordable-housing need**

The Daily Progress - Apr 2, 2017

Charlottesville is expected to allocate \$18.3 million in the next five years for the development of more **affordable housing**, as well as the ...



ADU built on State Capitol lawn to highlight statewide **need for ...**

KHON2 - Mar 31, 2017

"This is an opportunity to create **affordable housing** without the use of ... A hundred fifty ADU permits means a hundred fifty households **have** a ...



McLaughlin: More **affordable housing** needed in Assembly Square

Wicked Local Somerville - 1 hour ago

That is why I fought to **have** it included in the city's 20 percent **affordable housing** ordinance that the Board of Aldermen passed last May.

6. Learn the Landscape

Get to know your political environment. Including **who** the players are and **what** they're currently working on.



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LOBBYIST



**What my friends
think I do.**



**What my parents
think I do.**



**What the other side
says I do.**



**What society thinks
I do.**



**What I think I
do.**



What I actually do.

7. Attend A Government Meeting

- City Council
- School Board
- State Legislative hearing












Bonus points for shadowing an elected official for a day

Birth Certificate Modernization Act - Please vote yes!









Inbox x



-  **Ann Winslow** Dear Ms. Winter, Please vote yes on the Birth Certificate Modernization Act a... Mar 10 
-  **Faith Winter** I proudly voted yes today! Faith Representative Faith Winter | House District... Mar 15 
-  **Ann Winslow** Thank you! Representative Winter, I heard Representative Garnet speak at a me... Mar 16 
-  **Faith Winter** <repwinter@gmail.com> Mar 16   
to Ann 

Yes! Absolutely, you could **shadow** me for a while or for a whole day. I would love to have you down here for a day.
Wednesdays and Thursdays tend to be the best days.

Let me know what would work for you!


-  **Ann Winslow** Mar 17   
to me 

Thank you! I'll contact you next week to see what date works for you.

8. Write a Letter to the Editor

The way United handled the removal of a passenger from an overbooked flight on Sunday was an abhorrent injustice on the part of the United employees involved.

Along with most people with whom I've spoken about this incident, I will only fly on United if there is no other alternative, no matter what extra costs I may incur. It is unconscionable behavior on the part of United's employees, not to mention the time, indignity and inconvenience that the passengers could have been spared by more thoughtful and considerate employees.

When they saw the extent of the resistance by the forcibly ejected passenger, they could have tried to find another passenger who would have complied more readily. United will have to live with the shameful consequences for a long time.

Alan Seiver, Denver

Submit a letter to the editor via [this form](#) or check out our [guidelines](#) for how to submit by e-mail or mail.

**9.
Email Your
Local Party
and...**

Schedule a
face-to-face
meeting.

**10.
Email An
Elected
Official**

Ask them to vote
yes or no on an
upcoming issue.
Make your case.

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Dear Representative Winter,

Thank you for voting to pass this bill and protect school children on playgrounds in Colorado from exposure to the dangerous and toxic environment of oil and gas drilling. Although scientific studies by CSU, COGCC and CDPHE have shown the safest distance from a drilling operation is 2,500 feet, HB17-1256 sets the bar higher and brings attention to this young and vulnerable population. Please encourage your friends in the senate to support this bill!

Gratefully,

Patricia H. Miller

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11.
Sign Up For
5 Email
Lists

- Community-based
- Elected officials
- Issue/Policy organizations

Have one be a viewpoint different than yours.

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12. Donate to a Political Cause

POLITICAL ACTION COMMITTEE



Colorado BioScience Political Action Committee

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13.
Join A New
Organization

Anything from local advocacy groups, community causes or social clubs.

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Issues ▾

Protégez

At the Capitol ▾

News & Media ▾

About Us ▾

Take Action

Make a Gift ▾

BECOME A MEMBER TODAY

Our community of over 27,000 members (and growing!) is the driving force behind environmental wins across the state. Every message sent, donation made, and petition signed matters.

I WANT TO BECOME A MEMBER!

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14. Volunteer

Help out on a campaign or in an elected official's office.



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Discuss your desire to run and what that will look like for them.

15. Talk to Your Family & Friends



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15. Talk to Your Family & Friends



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16. Get Political Online

Have a
point-of-view on
social media.

Post a petition, include why
you care.
Share an article, with your
take.

17.
Use Twitter

Follow
10 reporters
and
10 political figures

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Jeni Arndt and 37 others follow



COHouseDems @COHouseDem - Apr 12

Representative Faith Winter leading the way for #paidleave



Advocates rally at state Capitol for paid family and sick leave

Dozens of business owners, health care professionals and community members gathered in the Capitol in downtown Denver today to push for m...
coloradoindependent.com

1 9 12



COHouseDems @COHouseDem - Apr 11

Rep. Faith Winter leading the charge in #coleg to fight for #paidleave. Time for Colorado to...
[instagram.com/p/BSwSyqsjJV/](https://www.instagram.com/p/BSwSyqsjJV/)

1 2



CCASA @CCASAColorado - 27 Apr 2016

Thank you Representative Faith Winter #HD35 #CoLeg @FaithKWinter @COHouseDems. Survivors appreciate your...
[fb.me/2DeTasE9b](https://www.facebook.com/2DeTasE9b)

1



How to Build Relationships with Journalists Using Twitter

August 22, 2016 - 7:57am

What are the best ways to engage journalists on Twitter in order to build a relationship with them, and not be a thorn in their side?



10 FIERCELY POLITICAL WOMEN YOU HAVE TO FOLLOW ON TWITTER RIGHT NOW

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18.
**Put Together
Your Contact
List**

Think about it as a
holiday list on steroids.

What tools work for you?
Use that one!

**19.
Research
Voter
Registration
Numbers in
Your District**

Find out how many
D's, U's, or R's live in
your community.

The party official you met with
in Step #9 can help you or
point you in the right direction

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My List Description

All	Party							Total People
	Other	Democrats	Unaffiliated	Republicans	Greens	Libertarians	Unknown	
All	0	14,723	15,547	11,431	157	568	0	42,426
Total People	0	14,723	15,547	11,431	157	568	0	42,426

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20.
Ask a
Friend

To make a
donation to a
candidate or
charity you like.

21. Read Your Local Paper Everyday

DP

News ▾ Sports ▾ Business ▾ Entertainment ▾ Lifestyle ▾ Opin



1 of 9

Helen H. Richardson, The Denver Post

This is a photo of the interior of the International Church of Cannabis at 400 south Logan street on April 11, 2017 in Denver. The interior painting was done by artist Okuda San Miguel.



This new cannabis church pushes limits of Denver's social-use pot law

The International Church of Cannabis is setting up shop in a historic Denver building, drawing curiosity and concern ahead of its official opening April 20.

- **How soon could Denver businesses open the first social marijuana use areas? It's still not clear.**
- **Bars can't seek new Denver social marijuana use permits allowed by Initiative 300, state says**

22.
Email a
Reporter

**Thank them for
good coverage.**

The media can, in fact, be
your friend.

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“just” and “sorry” and “like”

23. Stop Using ...



24. Fill Out VRL's "Why" Worksheet

Why Are You Running For Office? (worksheet)

JULY 23, 2014

Why are you running for office? (or Why do you want to lead?)

The [Why Am I Running Worksheet](#) will be used to inform your stump speech and responses to questions. It is a worksheet for YOU and not to be presented in any formal way in your campaign. Answer the following questions as truthfully and personally as possible.

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25. Make a List of Your Political Heroes



26.
**Do an Activity
That Isn't
Political**

Pick something that
you love and makes
you happy.
Balance is important.

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**27.
Attend A
Demonstration or
Community Meet
Up For Something
You Are
Passionate About**



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28.
Go To one
Chamber of
Commerce
Event



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29. Find A Buddy

**Invite a
friend to
run for
office as
well.**



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30.
Run As
You Are

Acknowledge
that **YOU are**
Ready to Run!

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