



VoteRunLead  
VoteRunLead.org

# RUN AS YOU ARE

## PART I

Why the skills you have are  
perfect for political office.

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**Strengthening democracy  
by unleashing the power of  
women leaders through training,  
technology, and community.**

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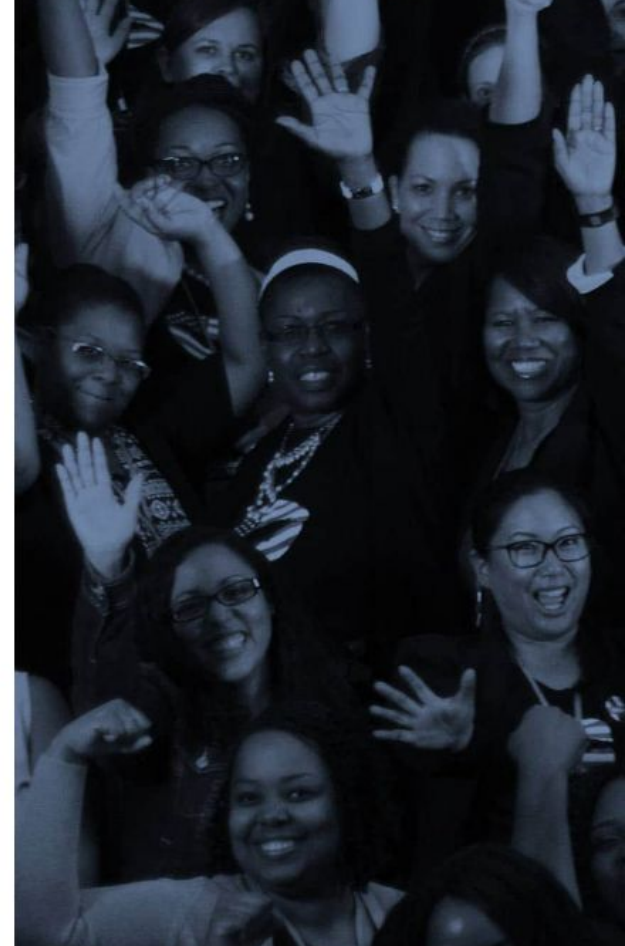
# RUN AS YOU ARE

## 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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# WEB CLINICS

**VRL readies women to become  
elected officials & civic leaders.**

**We do this through industry  
partners & experts in our year-  
long web series.**

**Check your email from us every  
week for upcoming sessions!**



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**REPLAYS**

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





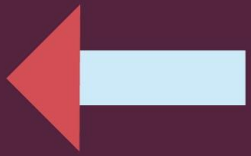
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# CHAT BOX



**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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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

## Part 2

**The 90 Day Challenge: What to do right now.**

Saturday, April 15th

2:30pm ET, 1:30pm MT, 12:30pm MT, 11:30am PT

## Part 3

**Your 2 Year Campaign Plan**

April 26th, Wednesday evening

6:30-8:00 ET, 5:30-7:00 CT, 4:30-6:00 MT, 3:30-5:00 PT

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## *Erin Vilardi*

**FOUNDER AND CEO OF VOTERUNLEAD**

**@ERINVILARDI**

Training over 20,000 women for leadership, having first launched VRL as Vice President of Program and Communications at The White House Project.

Leadership Development Consultant for Fortune 100 companies, including Yahoo! Business and Human Rights, global girls' initiatives and the U.S. Department of State, reaching women leaders in a dozen international cities.

Co-authored the Athena CORE10© – an innovative set of leadership competencies for 21st century women leaders - at Athena Center for Leadership Studies at Barnard College, Columbia University.

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## *Erin Vilardi*

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**FOUNDER AND CEO OF VOTERUNLEAD**

**@ERINVILARDI**

Appeared on CNN, BBC, WSJ, The Guardian and Fox News and featured in O, The Oprah Magazine as well as numerous international and domestic articles on women and leadership.

Serves on the Advisory Boards of Girl Meets World, the New American Leaders Project, and Democracy.com and is on the Leadership Teams of Vision2020 and Political Parity.

Executive Producer of Ann Richards' Texas, a documentary about the late pioneering governor.



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## AGENDA

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### PART I

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Why the skills you have are perfect for political office.

- 1. Your Why**
- 2. What Women Bring**
- 3. Meet Emily, Park & Monica**
- 4. The Self-Assessment**
- 5. Next Steps**

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### PART I

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Why the skills you have are perfect for political office.

## 1. Your Why



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## What is your “Why”?

- Use the chat box to finish this sentence:

**I am running for office because I**

.....



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## Work the Why!

- Always come back to your why, work to finesse it.
- Push beyond “to make a difference” or “passionate”.
- Get specific and lose the color.
- Yes, you can have many whys, and will be able to say it multiple ways:
  - I am running because I...
  - I believe I am the best candidate for our community because I...
  - I am bringing ABC to our community in order to XYZ...

**PRO-TIP:** Don't transition into “we” when talking about your expertise.  
Claim the I voice. Ex: *I led a team of 8 people who accomplished xyz.*

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## Goal:

Connect your why (i.e. your passion) with your unique qualifications, life experiences and talents, to make the case to voters, donors and media.

Why I am running  
+ Unique qualifications  
= Supporters reason to choose you

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### PART I

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Why the skills you have are perfect for political office.

## 2. What Women Bring: Opportunities & Barriers

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## 2. What Women Bring

**Vox**

EXPLAINERS

POLITICS & POLICY

WORLD

CULTURE

SCIENCE & HEALTH

IDENTITIES

MORE ▾



# The research is clear: electing more women changes how government works

Updated by Sarah Kliff | [sarah@vox.com](mailto:sarah@vox.com) | Mar 8, 2017, 10:07am EST

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## The Research

- **Women legislators sponsor more bills, pass more laws, and send their districts more money**
- **More collaborative and bipartisan**
- **Prioritize women's health, families and write more bills on civil rights, health and education**
- **Less likely to vote for war, vote to spend less on military and less use of force**



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## THE UPSHOT | Women Actually Do Govern Differently

Yet women also have advantages in governing — and the biggest gender differences appear during behind-the-scenes work. A variety of research has found that women interrupt less (but are interrupted more), pay closer attention to other people's nonverbal cues and use a more democratic leadership style compared with men's more autocratic style. The result is that women build coalitions and reach consensus more quickly, researchers say.

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## The Barriers

- **Multiple studies have found that women underestimate their qualifications for office compared to men**
- **Bills are more likely to die - because not enough support (another reason we need more women!)**
- **Sexism exists on the campaign trail - from voters, parties and donors**



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## PART I

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Why the skills you have are perfect for political office.

## 3. Meet Emily, Park & Monica

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These  
women  
ran as  
they are...

**Emily Larson**, Mayor of Duluth,  
Minnesota

**Park Cannon**, State  
Representative, Georgia

**Monica Youngblood**, State  
Representative, New Mexico

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# Meet Emily Larson

VRL Alumna. 1st Female Mayor of Duluth, MN. Mom of 2, Llama owner, Former City Council member. Work experience in nonprofits, with a speciality in assisting homeless people and people at high risk for homelessness. Owns a small business that specializes in helping non-profits.



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## Gallery: Emily Larson, the first female mayor of Duluth

Emily Larson was sworn in as Duluth's first female mayor at the Duluth Entertainment Convention Center on Monday.

JANUARY 4, 2016 — 11:06PM

 GALLERY  GRID

 1/7 



LEILA NAVIDI - STAR TRIBUNE



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## Meet Emily Larson, Duluth's Next Mayor

Posted on December 4, 2015 by Eddy Gilmore

Not only is Emily Larson the first woman to be elected Mayor of Duluth in its 150-year history, she's also the first to be llama-certified. The 39th individual to be elected to the post, she is almost certainly the most outdoorsy, most athletic, warmest, and may even prove to be the most engaging and approachable of the bunch. During a recent visit she left me with one of the most favorable first impressions of anybody I've ever met.

Observe that I am not ranking her among her predecessors in terms of potential effectiveness in office. She brings an entirely different skill set to the table than any we've witnessed thus far. My conversation with her, recounted here in part, continues a quest to meet people doing exactly what they were built to do at exactly the right time. Previously I described this as a goal of interviewing artists, but now I can see that these people are artists of life.

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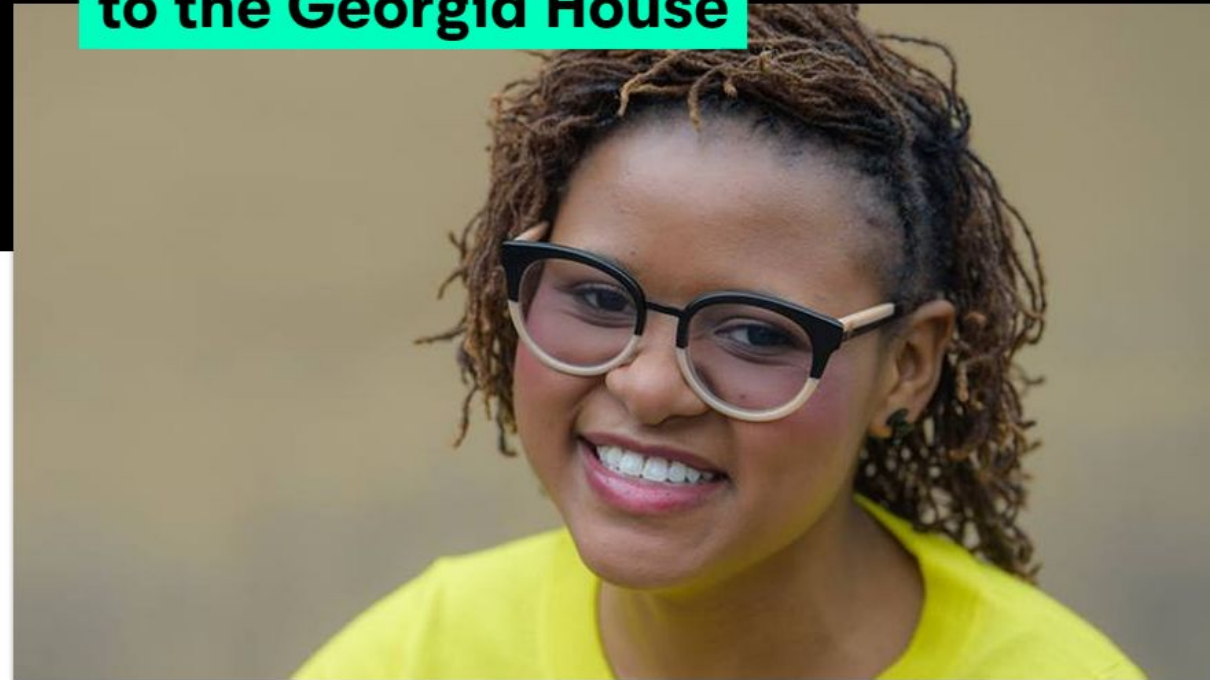


# Meet Park Cannon

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VRL Alumna. Spurred by the “religious liberty bill”, recruited because of her background in reproductive rights, groomed by her predecessor for the seat. Leveraged her truth as an asset every step of the campaign.

**Meet Park Cannon, the 24-Year-Old Black, Queer Woman Elected to the Georgia House**



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# Tips from Park:

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*“For me, VRL hears the concerns of young people, women, and people of color in running for office. I was able to login on a webinar when I began running for office, met a woman in my city on that webinar, we are currently still friends and I look forward to her first campaign for public office coming up very soon.”*

- **Watch your social media now: clean it up, edit posts, remove old photos, and store them securely on a drive.**
- **Talk to your close friends and family to create a "kitchen cabinet" who you can tell your concerns, frustrations, and plans for your campaign. You'll need 'em!**
- **Get experience in other campaigns before you launch yours, to see what works, what you like, what you will need.**



# Meet Monica Youngblood

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## VRL Alumna

Full time working mom, left the corporate world and started her own real estate business. She now teaches finance and job readiness to kids while serving in the legislature.



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## 4. The Self-Assessment



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## 6 Self-Assessment Questions:

1. Leadership
  - a. What formal and informal positions have you served?
2. Civic participation
  - a. Where do you show up in the community?
3. Public Facing Persona
  - a. Who are you online and what do you want to present. Start having a POV now.

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Why the skills you have are perfect for political office.

## 6 Self-Assessment Questions:

4. Know your **why** - be able to answer it with all the color
  - a. You can have more than 1 why
5. Test out new vocabulary to describe your leadership
  - b. Go to people you trust & make the case for each word
6. Be ready to answer how you will grow past your gaps
  - c. Lots of new folks are entering - it's an asset.

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## Expand how you talk about yourself

- Some words are more descriptive than others.
- Use head and heart.
- Keep a document with a kick-ass name: ***“I am awesome and here’s why.”***
- Then, do a personal word cloud or “Wordle”

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## 5. Next Steps

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## Next Step: Craft Your Political Biography

1. Take stock of what you have done professionally, include *and value* your personal experiences.
2. Ask people you trust for words to describe your leadership using a single word. Create your word cloud!
3. Pick two strengths and two gaps to expand upon.
4. Draft a political bio paragraph, include your “why”.
5. Recognize the uniqueness of right now!

**PRO TIP: Watch out for “deficit” language where you undercut what you’ve done! Instead, act as if you are doing this for a dear, smart friend.**

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Join us!  
Vote Run Lead Alums  
Facebook Group

# THANK YOU

Facebook logo | Vote Run Lead Alums | Search icon

**Vote Run Lead Alums**  
Closed Group

Discussion  
Members  
Events  
Videos  
Photos  
Manage Group

Search this group

Joined | Notifications | Share | ...

Write Post | Add Photo/Video | Add File | More

Write something...

RECENT ACTIVITY

**Joyce Mason**  
16 hrs · Gurnee, IL

I did it! I won my election! I am an elected official!!!! Thanks again to Erin Vilardi and to all of the VRL Alums for your help along the way!

**WOODLAND C.C. SCHOOL DISTRICT #50 MEMBERS OF THE BOARD OF EDUCATION-FULL 4-YEAR TERM  
(VOTE FOR 4)**

35 of 35 Precincts Reporting | Detail | Map

Choice | Total | Color | [Bar Chart]

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