





























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.













June 30, Friday **How To Create Your** 2018 Finance Plan 3:00pm ET 2:00pm CT 1:00pm MT 12:00pm PT

July 11, Friday Story, Power & Persuasion 7:00pm ET 6:00pm CT 5:00pm MT 4:00pm PT









REPLAYS

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









Search by Topic

Use the Resource Library to customize your learning experience.



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



This is How You Run For Office 3













Erin Vilardi

- Founder of VoteRunLead.
 - 12 years experience as women's leadership expert.
 - Author of The Athena CORE 10: Leadership qualities for the 21st Century Woman.

Trained over 22,000 women for public life.

International speaker and leadership development consultant for Yahoo!, U.S. Department of State, and Barnard College.

Featured in Marie Claire, O Magazine, Fox News and others.











Lea Webb



- In 2008, elected as the first and youngest
 African-American representative to Binghamton
 City Council in the 200+ year history.
- 20 years of experience as a Community Organizer on quality education, healthcare, & food access.
- A proud VRL Alum and elected official with legislation supporting equal pay, a human rights commission, & citywide climate action plan.
- Founder & Managing Principal of Webb Consulting creating culturally responsive organizations.









YOU

Establishing your why, walking in your truth and knowing your community.











Who Are You: Why Are You Running?

- ISSUES: What policy are you passionate about?
- **RESONANCE:** How does what you care about connect with your community?
- **DIFFERENCE:** What distinguishes you from other candidates?
- **VALUE:** What do you add to the position or the body?









Walking in Your Truth: Being Authentically You!

- **HONESTY:** Be true to who you are and take time to know yourself.
- **ACTION:** Your actions matter more than your words what you say should come out of what you've done.
- **STORIES:** Describe your values in anecdotes that draw on your experiences in a relatable way.
- **PERSONALITY:** Let it shine. Be you. Use empathy, humor, and tap into your natural charm.

Pro-Tip: You are not a resume or a list of passions!











Issue Development: Turning Problems Into Policy

Definition

- **Problems:** Something that is wrong or causing people pain.
- **Solutions:** The different ways to address the problem or resolve the pain point.
- **Issues:** The policy solution selected for the campaign (i.e. campaign platform).
- Goals: The particular components of the solution that will be achieved.











Issue Development: Turning Problems Into Policy

Key Questions to Ask Yourself:

- 1. What are the most important problems my community faces?
- 2. Who are the constituents most affected by each issue?
- 3. What are the root causes of these problems?
- 4. What are the things that keep these problems from being solved in a real way?

Pro-Tip: Examine how else these problem have been addressed in the past, why they failed or why they worked.











What Office Best Suits Me?











Where Do Your Top Issues Get Legislated?

- WHO? Who (or what office) has power and/or jurisdiction over your core issues?
- WHAT: What is their current legislative agenda?
 - What laws or ordinances have been passed before and who decided that?
- WHERE: What level is most effective for what you care about?





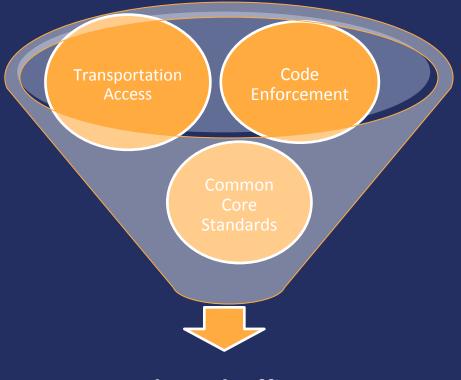






Align Issues & Policies with Office

Elected



Elected Office











Levels of Office

Local Level:

Town Supervisors
School Board
City Council
County Commission
Mayor
Judge
District Attorney
County Executive
Community Boards +

State Level:

Assembly
Senate
Attorney General
Governor
Lt. Governor
Treasurer

Federal Level:

House of Representatives U.S. Senate President Supreme Court







Councils





The Lay of the Land

- **PEERS:** Other elected members within that level of office.
- PARTY LEADERS: Do I know who the leaders in my party are?
- QUEEN MAKERS: Community leaders that possess convening powers!
 - Establish connections and/or strengthen existing relationships.
- **ELECTIONS CALENDAR:** What is the next race? What's available in your area --- you have to run where you live!
 - Are you willing to move!?
 - Primaries, filing deadlines & other dates that you've declared.
- **TIMING:** Are you willing to wait, is there a special election, or should you jump in now?











Does It Fit My Life? The "How"

- How often do they meet?
- How are their meetings run? and for how long?
- How do I want my position to operate?
- Am I willing to travel?
- What changes do I need to make in my life to make this work for me?
- What, if any, is the supplemental income?
- How can this advance other areas of my life!











Go Deeper

- COMPETITION: An open seat versus a weak or strong incumbent.
 - Will you go through a primary?
- **VOTER TURNOUT:** What was the voter turnout in the previous election(s)?
 - Has there been a spike in activism that could swing your race?
- MONEY SPENT: How much money was raised (in your seat of interest) on the previous election?
- **INCUMBENCY:** Who holds that seat now?











What Does Winning Mean For You

- 1. Run to Win the Seat
- Run to Change the Debate
 Run for Name Recognition & **Future Success**











Let's Talk It Through

- ex 1: Suzanne is a stay at home mom who can't drive back and forth to the capitol, lives 2 hours outside of the city, and cares about clean water access. How can she become involved with this issue?
- ex 2: Tomika knows there is a State Senate race coming up but everyone tells her she is too young, inexperienced, and needs a lot of money. What advice should we offer her?
- ex 3: City Council races are coming up this year and there is an open seat -- -but Julie really cares about school related policy.
 Could this be for Julie?











Taking the Leap: Run As You Are!

The Why: You know what you care about.

The When: You know what races are coming up.

The Where: You've got it narrowed down to two offices.

You are the change your community has been waiting for!!











Women Who Are Running As They Are

Haley Stevens, Congressional Candidate,



Christine Pellegrino
Assemblymember, Long Island, NY



Lovely Warren, Mayor, Rochester, NY



Marita Garrett, Mayoral Candidate, Wilkinsburg, PA











Tools: Keep the Old + Work the New



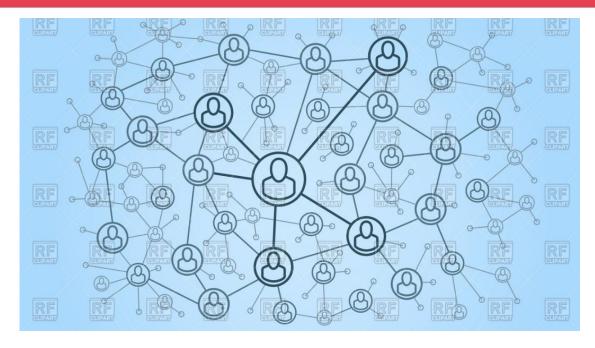








PEOPLE: Mapping Your Connections



We often feel like we don't know people that we can reach out to and involve in our campaign efforts.

- Think about all of your *roles*
- Think about all the individuals and organizations you come in contact with in these roles!
- For every organization, identify subgroups of that organization.
- For every individual, think about and research other connections they may have to other communities and groups



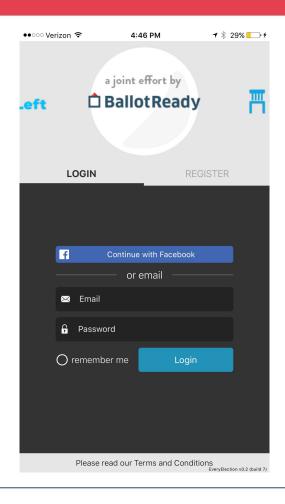


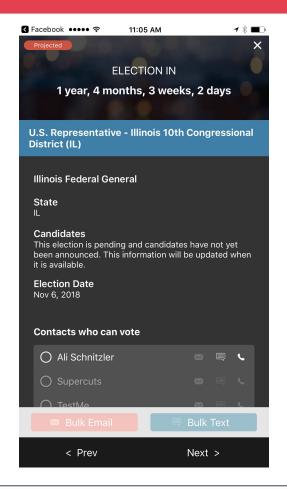






TECHNOLOGY: Every Election App















TECHNOLOGY: Every Election App







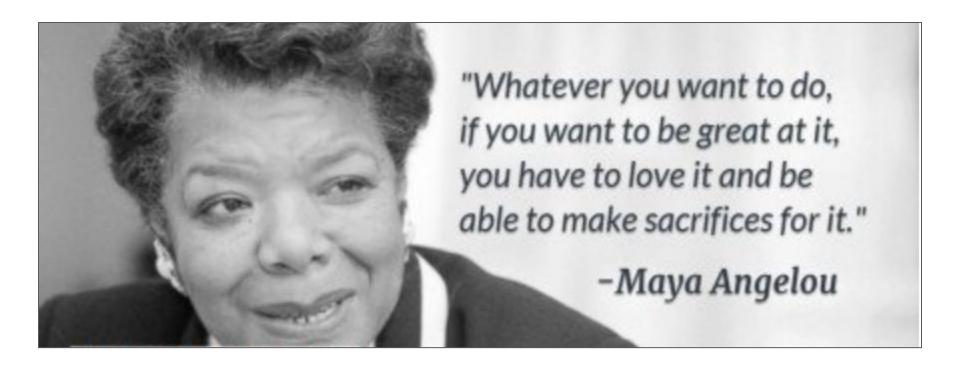








You Got This!













6 Next Steps with VoteRunLead

- Join our private Facebook Alum group Facebook.com/groups/VRLalums
- 2. Sign up for a free 1 on 1 coaching session doodle.com/poll/8mwp5ux6df9rd9fx (and in your email!)
- 3. Fill out the evaluation survey that will be emailed to you.
- **4. Browse our resource library:** VoteRunLead.org/Learn
- 5. Sign up for the next online course: VoteRunLead.org/Events
- 6. Interested in having VRL come to you? VoteRunLead.org/#start











Q + A

Lea Webb

webbconsulting1@gmail.com

@leawebb1014 (Twitter)





