

#RunAsYouAre

Vote**Run**Lead

#RUNASYOUARE FULL-DAY TRAINING

Manchester, New Hampshire



SEE Science Center, 200 Bedford Street, Manchester, NH 03101

Saturday, May 19, 2018 at 8:30 AM - 3:30 PM

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WOMEN'S FOUNDATION**

Vote**Run**Lead

We Train Women To Run For Office.
And Win.

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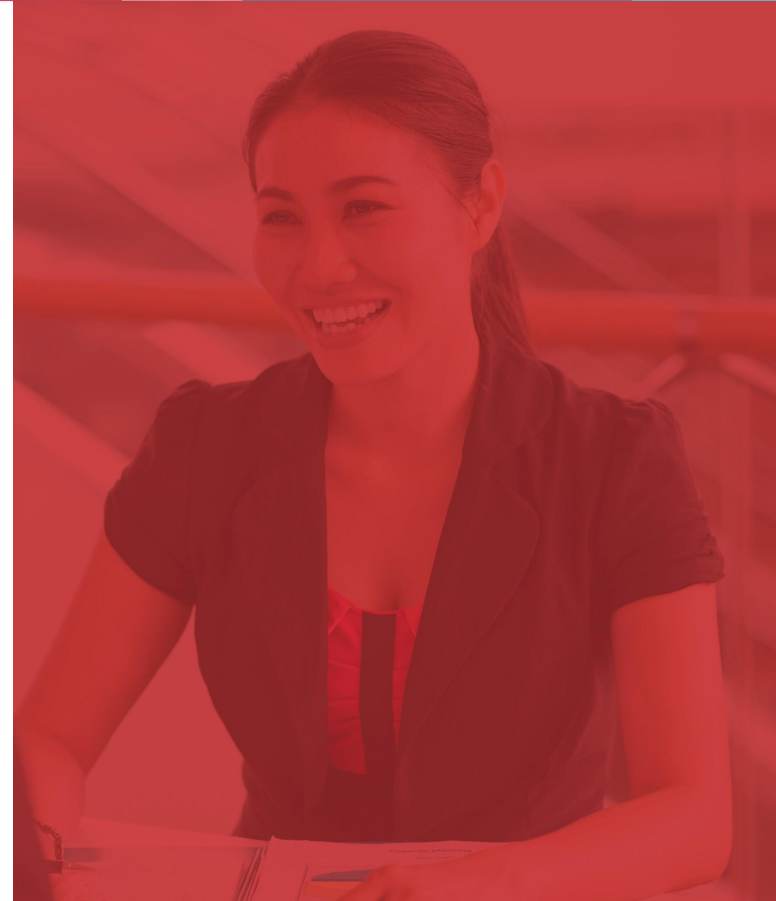
#RunAsYouAre

Why You Can *Only* Run As You Are™



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1. Mining for Stories
2. Small Group Exercise
3. The Why
4. Turning Stories into a Stump Speech



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Mining for Stories



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Mining for Stories

1. Name someone that has inspired you.



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Mining for Stories

**2. What specifically inspired you?
Where were you, what was done
to inspire you? How did you feel?**



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Mining for Stories

**3. Name a value you
have about *good*
leadership?**



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**4. Name a time *you exhibited* that
good leadership value?
Where were you?
Was it easy or hard to do so?**

5. What was that moment in your life you realized you wanted to be a *changemaker*?

6. Your *passion* issue?

**7. When did you realize that was an issue you were passionate about?
Where were you?
What happened?**

Mining for Stories

8. Overcame a *challenge*?



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9. *How did you get here?*

Mining for Stories

10. When was the last time you laughed hard?



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Building Trust with Voters



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Small Group Exercise



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Small Group Exercise



- Each person will share one story for 2 minutes
- Get feedback for 1 minute
- Remember to include details in your story

How to give feedback

- What do you know about her leadership?
- What did she “Show” not Tell?
- What detail will you remember tomorrow?
- Was there something you wanted to know more about?

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The Why



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The Why

What is your “Why”?

Finish this sentence:

I am running for office because...

Work the Why!

- Always come back to your why, work to finesse it.
- Push beyond “to make a difference” or “passionate”.
- Get specific and don’t buy insurance.
- Yes, you can have many whys, and will be able to say it multiple ways:
 - o I am running because I...
 - o I believe I am the best candidate for our community because I...
 - o 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.*

The Why

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



Switch to Group 2

- What do know about her leadership?
- What did she “Show” not Tell?
- What detail will you remember tomorrow?
- Was there something you wanted to know more about?

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Turning Stories Into a Stump Speech



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Turning Stories Into A Stump Speech

Follow this outline...

- Introduce Yourself (Why I am running)
- Pick one story
 - No lists allowed!!
- Bridge from “me” to “we”
- Specific Call-to-Action



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Thank You



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