

Vote**Run**Lead

**#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**

Powered By:



**NEW HAMPSHIRE  
WOMEN'S FOUNDATION**



Vote**Run**Lead

**#RunAsYouAre**

**The 90 Day Challenge:  
What To Do Right Now**

Vote**Run**Lead

We Train Women To Run For Office.  
And Win.

**VoteRunLead.org** | **@VoteRunLead** | **#RunAsYouAre**

# #1 Know Your Why

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.

You Are The Best Person To Run



Who Will Help You Network?  
Who Are Your Allies?  
Who Will Volunteer?  
Who Will Donate?

**Make A Plan To Grow Your Connections.**

# #2

## Inventory Your Base

Term expires: November 2019

303-435-3480

[sbird@cityofwestminster.us](mailto: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.



# #3

## Have 15 Coffees

# Ask 1 Person, Ask Them to Recommend 2 People. Repeat.

# #4 Take 3 Online Courses



**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

All On [VoteRunLead.org](http://VoteRunLead.org)

# #5

## Become an Expert



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 ...

Choose 2 Issues to be An Expert On.  
Read 1 Article Per Day on Each Issue.



**LOBBYIST**



What my friends  
think I do.



What my parents  
think I do.



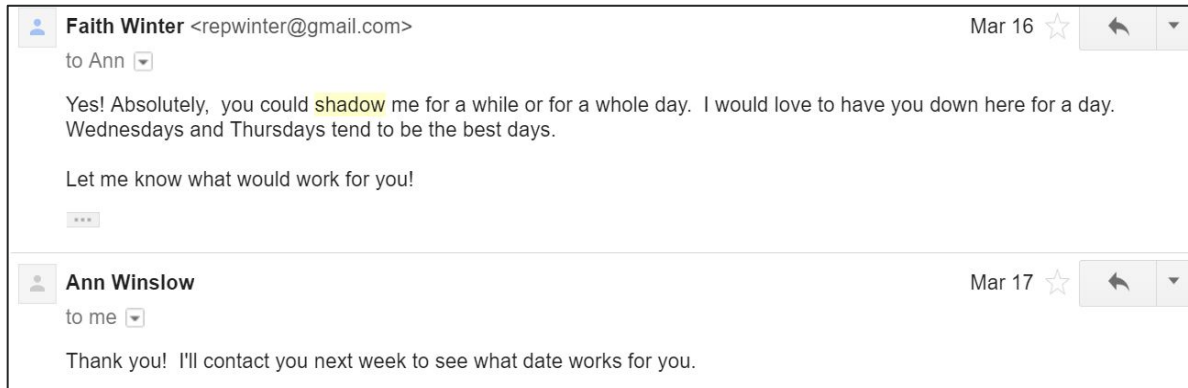
What the other side  
says I do.

Get To Know Your  
Political Environment.

**Including the Players & What They're Working On.**

#6

Learn the  
Landscape



City Council, School Board,  
Or State Legislative Hearing

**Bonus Points For Shadowing An Elected Official!**

**#7**  
**Attend a  
Government  
Meeting**

# **#8**

## **Write a Letter to the Editor or OpEd**

#9

## Email Your Local Party



Set up a Face-To-Face Meeting.

# Ask Them To Vote Yes or No On an Upcoming Issue.

## Make Your Case.

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

# #10

## Email an Elected Official





Community-Based, Elected  
Officials, or Policy Organizations

**Have 1 Be A Viewpoint Different Than Yours!**

**#11**

**Sign Up for  
5 Email Lists**

# #12

## Donate to a Political Cause



# #13

## Join a New Organization



Local Advocacy Groups, Social  
Clubs, Or Community Causes



# #14

## Volunteer

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



Discuss Your Desire To Run &  
What That'll Look Like For Them

**#15**  
**Talk to**  
**Your Family**  
**& Friends**



# #16

## Use Twitter



Follow **10** Reporters &  
**10** Political Figures

#17

# Get Political Online



**JoCasta Zamarripa** @repjocasta · Mar 6

Yesterday, I & 22 other good-hearted people got into #GoodTrouble. We sat in nonviolent protest against the disgraceful inaction by @SpeakerRyan & @GOP Congress who are choosing to treat human beings as pawns on their political chessboard. #DreamActNow @repjohnlewis #Dreamers



## Point-of-View on Social Media

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



**#18**

**Put Together Your Contact List**

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

**The Party Official you met with in Step #9  
can point you in the right direction**

All	Other	Democrats	Unaffiliated	Republicans
All	0	14,723	15,547	11,431
Total People	0	14,723	15,547	11,431

# #19

## Research Voter Registration Numbers

**#20**

**Ask a friend**



to make a donation to a  
candidate or charity you're  
interested in.



**#21**

**Read Your Local  
Paper/News  
Everyday**

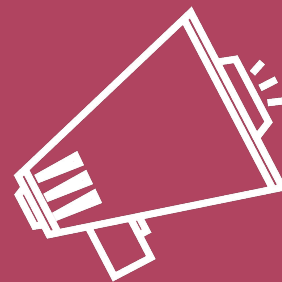


**Thank Them**  
for Good Coverage.  
The Media Can, In Fact,  
Be Your Friend.

**#22**  
**Email a  
Reporter**

# #23

**Stop Using  
“Just”, “Sorry”  
& “Like”**





# #24

## Tell Your Story to a Stranger

# #25

## Make a List of Your Political Heroes.







Pick Something That You Love.  
Balance Is Important.

**#26**

**Do an Activity  
that is NOT  
Political**



# #27

## Attend a Community Event

# #28

## Go to One Chamber of Commerce Event



**#29**

**Find a  
Buddy**





A group of young women are seated on a stage, holding microphones, suggesting a performance or a panel discussion. The image is overlaid with a red-to-blue gradient. The text is centered over the image.

# #30 Run As You Are

A large, diverse group of people, mostly women, are shown from the chest up, cheering enthusiastically with their hands raised in the air. They are smiling and looking towards the camera. The image is overlaid with a semi-transparent red and blue gradient, with red on the left and blue on the right. A white rectangular border frames the central text area.

**You are in the VoteRunLead family**  
**[Facebook.com/groups/VRLalum](https://www.facebook.com/groups/VRLalum)**



Vote**Run**Lead.org



**#RunAsYouAre**

The 90 Day Challenge: What To Do Right Now

A woman with glasses and a lanyard that says "National GO RUN" and "JUANITA" is presenting to an audience. She is holding a pen in her right hand and pointing towards a whiteboard with her left hand. The whiteboard has the following text: "What is Power", "Poder- The ability to act", "Organized People and organized money", and "Clear on my self-interest". The image has a red and blue color overlay.

# #30 Run As You Are

What is Power

Poder- The ability to act

Organized People and organized money

Clear on my self-interest

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## **#RunAsYouAre**

The 90 Day Challenge: What To Do Right Now







