

"So I Want to Run for Office"

Opportunities & Tactics for Running for Office on the
Local, State, or Federal Level

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Agenda

- Introduction & ground rules
- Ice breaker
- Building confidence
- Engaging the audience
- Sharing plans of action
- Final tips & takeaways

Ice Breaker

Objectives

- Understand Opportunities for Public Office
- Explore Qualifications and Pathways for Running
- Understand the Challenges of Running for Office
- Engage with Voter Needs & Community Concerns
- Develop Campaign Strategy

Where Do I Begin....

- **Research the Position and Requirements**
- **Access Eligibility**
- **Family & Friends**
- **Create a Platform and a Vision**
- **Gathering Support**
- **File Required Paperwork**
- **Campaign Strategy**
- Engage in Debates or Forums
- Get Out the Vote (GOTV)
- Follow the Election Laws



Research and Eligibility

Family & Friends

Create a Platform and a Vision

This is a powerful tool

Develop a clear message:

- ▶ Core issues or policies
- ▶ Tone or Influence
- ▶ Connect with Voters





Insight

Speaking impact



Your ability to communicate effectively will leave a lasting impact on your audience

Effectively communicating involves not only delivering a message but also resonating with the experiences, values, and emotions of those listening

Gathering Support

- Build a network
- Seek financial backing
- Endorsements

Network	Strengths	Capacity	Y/N
Work	# of attendees	150	N
Church	Minutes	300	Y
Community	# of questions	1500	N
School	Percentage (%)	250	Y
Other organizations	Percentage (%)	n/a	Y

Campaign Strategy

- ▶ File Required Paperwork
 - ▶ Local, State, Federal
- ▶ Create a plan
- ▶ Getting your name out
- ▶ Engage in Debates & Forums

Seek feedback

Reflect on performance

Explore new techniques

Set personal goals

Iterate and adapt



The power
of
“We the People”

Conclusion and Question & Answer

1. What did you not hear?
2. What did you not see?
3. What do you need?
4. What is important to know?

Maintaining composure during the Q&A session is essential for projecting confidence and authority. Consider the following tips for staying composed:

- Stay calm
- Actively listen
- Pause and reflect
- Maintain eye contact

THANK YOU!

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