

Your Campaign Stump Speech

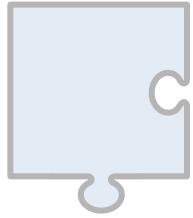
A Writing Exercise

Your stump speech is an opportunity to explain who you are, what you believe in, and what voters can expect from you. It may be your only chance to ask for their vote, their money or their volunteer time. You have less than 2 minutes to persuade, so it's important to get it right!

What are the components of a winning stump speech?

- ✓ Broad values illustrated by examples to which your audience can relate
- ✓ Answers who you are and why they should be interested in your campaign
- ✓ A closing that asks for their support, their vote and/or their volunteer time
- ✓ Clear identification of your name and the office for which you are running

The following exercise is designed to help you work through the pieces that will come together to tell your story. Consider this your first draft – it doesn't have to be perfect. After you read it aloud, ask if someone meeting you for the first time would understand what your about. Then edit. And practice!



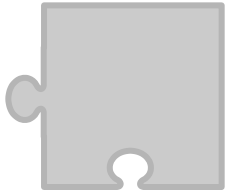
Are there specific examples of issues or situations that you would like to champion or change?

Why do you care about these issues?



What do you want to communicate about your values?

Equity, equality, caring, freedom, responsibility, transparency, service, etc.

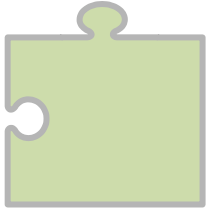


What are your specific characteristics
that demonstrate some of these values?

Your occupation, your childhood, your volunteer work, your family?

Can you demonstrate a special connection to your city, district?

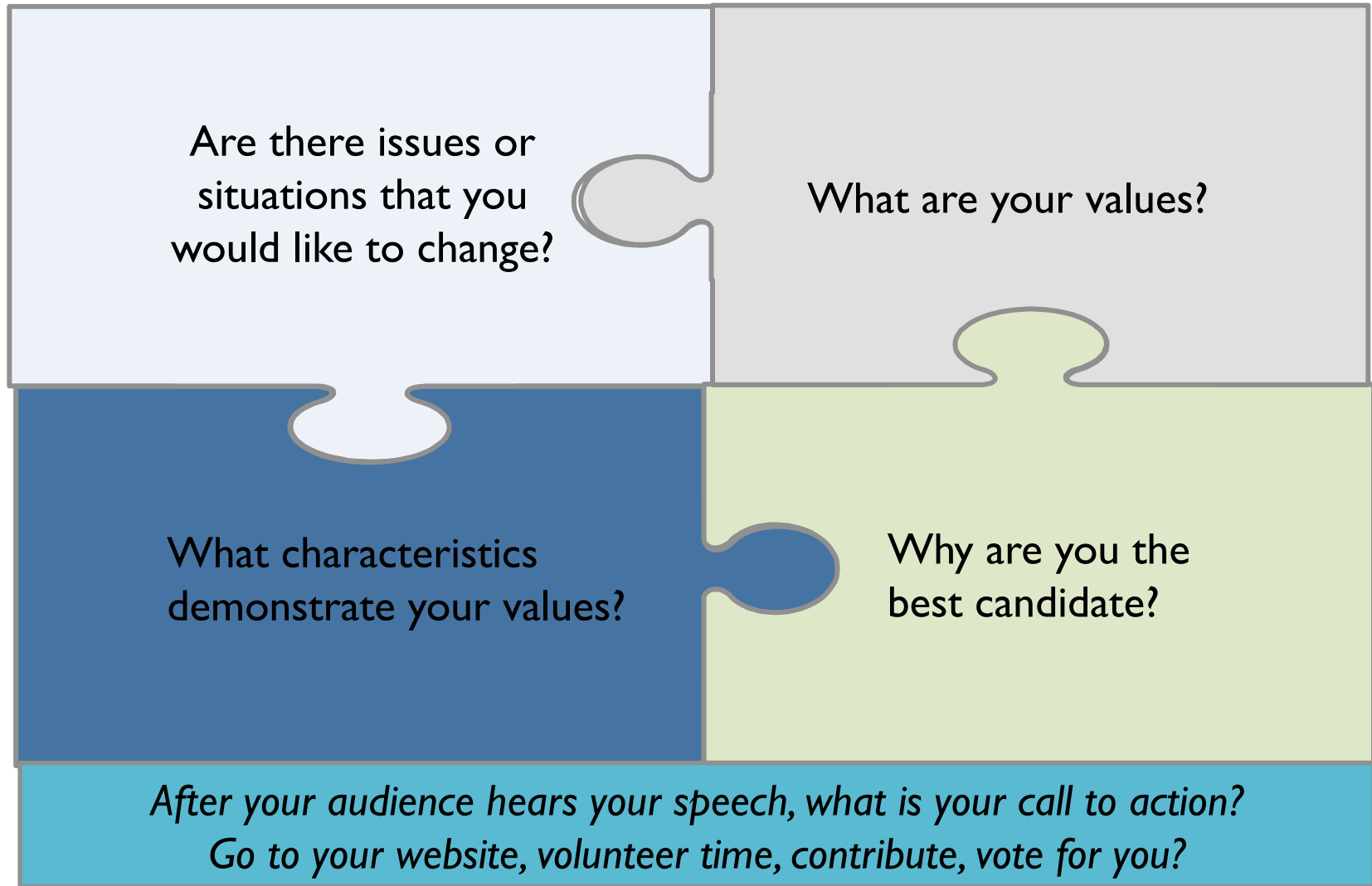
Is there an anecdote you can share?

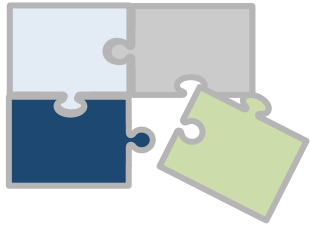


Why are you the best candidate?

Connect your personal story and attributes.

How does YOUR story come together?





Stump Speech – First Draft