



## **My Stump Speech Exercise**

Public speaking will be an essential tool you utilize to connect with voters. A speech is an important opportunity to explain who you are, what you believe in, and what voters can expect from you when you are elected. It may be your only chance to ask for their vote, their money, or their volunteer time. You need your stump speech for fundraisers, campaign events, and community gatherings. You may deliver your “stump” speech several times a day or week for months until election day - so it’s important to get it right!

**What are the components of a winning stump speech?** *An opening that captures the attention of the audience and gets them ready to go with you.*

- Broad values and beliefs that are connected to specific examples that your audience will relate to and understand.
- A closing that asks for their support, their vote, and their volunteer time.
- Clear identification of your name and the office you are running for.

**Focus on your message: what do you want to communicate about your values to voters and supporters? This should be a thread woven throughout.** *Equity, equality, caring, freedom, responsibility, transparency, service, cooperation, etc.*

**Are there specific characteristics about you that really demonstrate some of these values or a connection to your district? Is there an anecdote you can share?** *For example, your occupation, your childhood, your volunteer work.*

**Are there specific examples of issues or situations that you would like to champion or change?** *What do your voters care about? What would you do about it? Why do you care?*

**Why are you the best candidate?** *Connect to your personal story & attributes. You may choose to talk about your opponent.*

**What do you want them to do after hearing your speech?** *Vote for you, volunteer their time for your campaign, make a contribution, go to your website, etc.*

1. Read your first draft aloud and time it.
2. Ask yourself: would someone meeting me for the first time understand what I am about after hearing this speech? Would they want to know more? Would they vote for me? Write me a check? Knock on doors with me?
3. Edit as needed. Practice delivering your stump speech without note.

