

The National Council on Independent Living presents –

Elevate Campaign Training Your Story, Your Campaign, & Your Brand Online

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3:00 – 4:30 p.m. EDT

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Agenda

- The need to have an answer as to “why” you are running for office.
- The importance of your personal story to launching a meaningful campaign that resonates with your community
- How the foundation of your story shapes your campaign message
- How do digital media tools help you brand you and your campaign
- The importance of having a digital presence as a candidate:
Your web site, Facebook, Twitter, etc.



What Is Story of Self?

Who Are You? Why have you been called to what you have been called to?

Everyone has a story that got him her involved in a given cause. And that given cause or others like it is why many run for office.

○ What's your story?

- Growing up with a disability
- An immigrant or from an immigrant family
- Experience with racism/and or sexism
- Economic struggles



What Office?

- When you know your story of self, you can answer the key questions: Why run for office? Which office? Which district?
- **As a result of your story are you:**
- Are you an advocate for education? Care about the quality of education in your district? Its funding priorities? Maybe even active in some school related committees—
School Board
- Do you care about real estate development in your neighborhood? How safe streets are? Transportation?—
City/County Office



What District?

Does Your Story Resonate With The District In Which You Live?

Answering questions on your story, the office, and why you are running will help you define the candidate you will be

It will be the foundation for:

- Stump Speech
- Platform
- Press Releases & Campaign Messaging



Good Examples of Narrative for Public Office



“I believe in an America where the son of a mill worker could actually beat the son of a president for the White House. That's the America I will fight for”-- John Edwards, US Senator & 2004 Presidential VP nominee

Bio: grew up in a working class rural North Carolina family and used that as his narrative as to why he worked as a trial lawyer fighting against companies who took advantage of the less fortunate and built on his campaign



Good Examples of Narrative for Public Office, Continued



“The people closest to the pain should be closest to the power”

--Ayanna Pressley

Bio: grew up in a working class family with a mother who worked multiple jobs as a single parent. Father, a teacher also suffered from drug addiction was incarcerated. Pressley is also a survivor of sexual violence.



Good Examples of Narratives: Tammy Duckworth for Senate



- Video: <https://www.youtube.com/watch?v=b9V-df3UHq4>



Bad Example: Ted Kennedy for President 1979



- Video: <http://www.youtube.com/watch?v=b6qLFAnBIFg>



Building Your Brand

- Preparing a run for office means you will have to present yourself to the public on what you stand for through media and digital media
 - Letters to the Editor
 - Opinion editorials
 - Blog Posts
 - Radio/Podcasts/TV
 - Website
 - Facebook
 - Twitter



Traditional Media

Build your brand through expertise. Get your name out there on issues important to your area

- Write letters to the editor in response to articles in local papers on issues relevant in your community
- Write and pitch an op-ed or two to your local paper on issues you care about and are important to the community
- Write a blog post on issues you care about for blogs frequented by those in the community



Digital Media

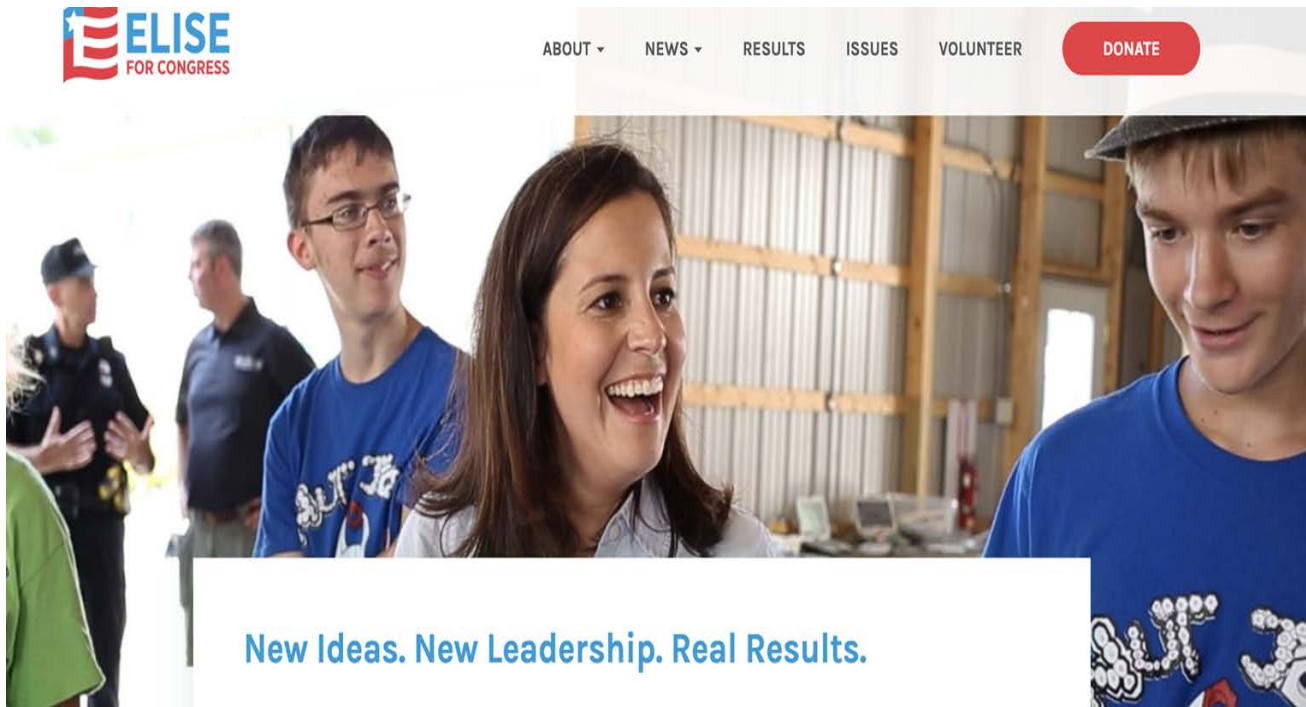
- **Facebook (Public Profile):** Ideal for posting long-form posts on issues, Facebook livestream hosting Q&As; post when you attend community events, recognize important holidays, eventually campaign materials and events go up here
- **Twitter:** Recommended for posting: tweet about thoughts, ideas, news articles, eventually campaign press releases, endorsements, blog posts and event alerts
- **Campaign Website: Must Have.** Collection of everything that your campaign represents: policies, how to volunteer, attend events, where to donate, press statements



Campaign Website Example



Website Examples, Continued



Final Tips

- Know your why for running for office
- Your story and what you care about should direct for what office you run
- Your story and eventual campaign message should resonate with a part of your community
- Running for office next year or in two years? Start building your online brand now
- Digital Must Haves: a website, Facebook, and twitter account



Contact Information

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Questions & Answers

Use the Q&A feature in the Zoom toolbar to type your question. You may also type your question in the chat box on the CART screen at <http://www.streamtext.net/player?event=NCIL-IGNITE>

