



How to run for office

Tell your story

Build your public narrative by answering the following questions.

Story of self:

- Why are you called to leadership?
- How did your values lead you to make the choices you did?
- When did you first care about these issues?
- What circumstances or choices made you want to run for office?

Story of us:

- What are the shared values of your community?
- What stories celebrate those values? Include stories of family, community, faith tradition or movements.

Story of now:

- What is the urgent challenge that requires our action
- What hope do we have that we can meet that challenge?
- What do we need to do to act?
- Will you join me?

Recite your story out loud and construct 3 minute and 1 minute versions of why you are running for office.