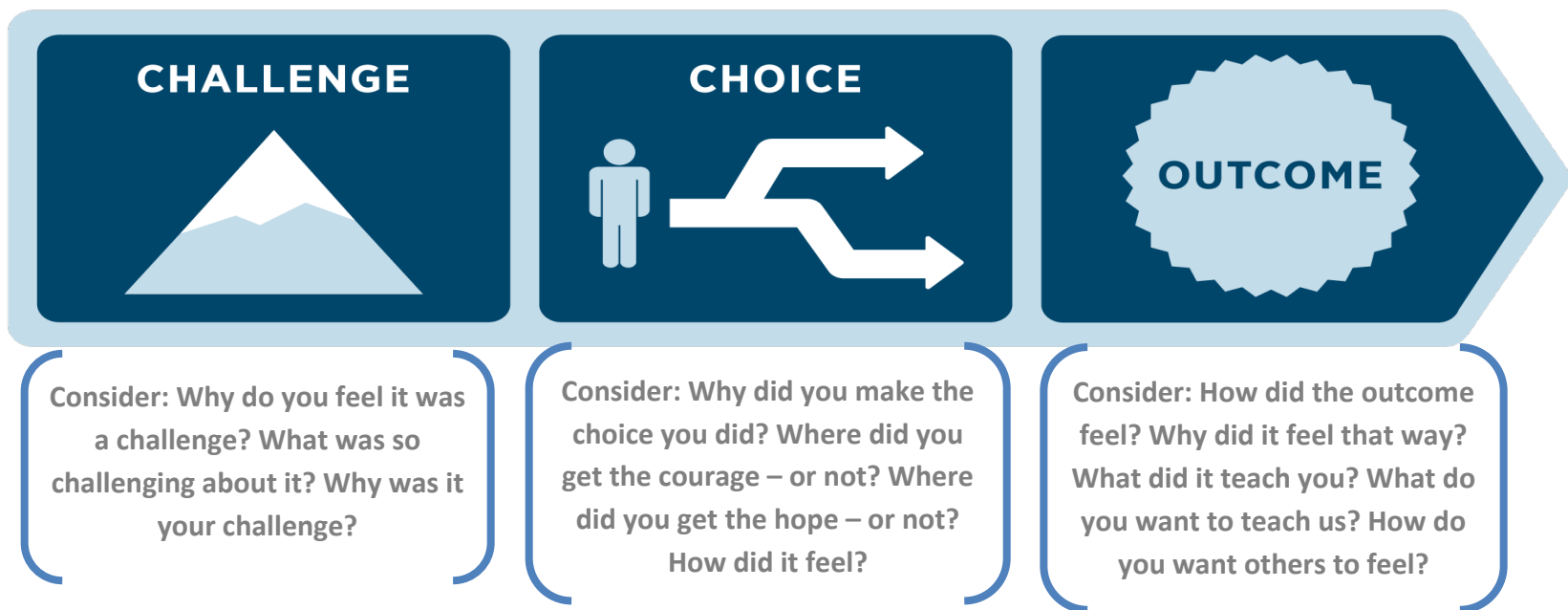


How to Create Your Personal Story

Building authentic connections, relationships, is the key to effective organizing. Simply saying “join me” is not enough. You must start with a connection on a real, personal level by sharing life experiences that show your values and connecting those experiences to why you are seeking office. The story of your campaign will build upon your personal story and combined, can be the difference for voters. An effective personal story consists of three components:



WRAP UP BY MAKING A PERSONAL ASK:

Your ask should be concrete. For ex: “Like so many of us, I know you are concerned about the well-being of our neighbors during this pandemic. I’m running for office to be our voice for change and need people like us to contribute their time, connections or donations to help build the community we deserve for all of our families. How can I count on you to support of my candidacy for elected office?”