Who is your audience?

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Attention-grabbing introduction. Be sure to include your name and the office you are seeking.

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Relate to your audience and establish credibility. This could include your background and personal reasons for running. Tell the story of why you decided to run.

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Outline your three campaign priorities – explain three challenges and how you will solve them when elected. Tell your audience why **you** are the right one for the job.

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Project your audience into a future where your solutions have been implemented – what does their community look like with you in office?

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Call your audience to action by asking them to vote, donate, endorse, or volunteer. Be specific. Thank your audience.

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