

# AAUW California Gov Trek

SESSION 3: Ready, Set, \*Live\*! Campaigning 101

February 25, 2023



ELEVATE THE NEXT GENERATION OF  
WOMEN IN POLITICAL LEADERSHIP  
NEW STATEWIDE PROJECT



# Agenda



**10:00 -12:00**

## **SESSION 3: Ready, Set, \*Live\*! Campaigning 101**

### **A Behind-the-Scenes Look at Running a Political Campaign**

#### **Speaker:**

- **Ellen Montanari**, Deputy Campaign Manager, Rep Mike Levin

10:00-10:20  
(5 min Q&A)

### **Messaging, Branding, Speechwriting**

#### **Speaker:**

- **Hilary Nemchik**, Strategic Communications Executive, Former Director of Communications for the San Diego City Attorney's Office

10:20-10:40  
(5 min Q&A)

### **The Art of Public Speaking**

#### **Speaker:**

- **Marlene Cain**, AAUW California Program Director, Speech Trek

10:40-11:00  
(5 min Q&A)

11:00-12:00

**Breakout Room Activity:** Campaign team project work

**Homework:** Continue project work

**End of Session Poll**



# A Behind-the-Scenes Look at Running a Political Campaign



**Ellen Montanari**

Deputy Campaign Manager,  
Rep Mike Levin

# Messaging, Branding & Speechwriting



## Hilary Nemchik

Strategic Communications  
Executive, Former Director of  
Communications for the San Diego  
City Attorney's Office



# How to develop a persuasive stump speech

Presented by Hilary Nemchik

AAUW California

Gov Trek – Campaigning 101 – February 25, 2023

# What is a stump speech?

- Concise and compelling description of yourself and your campaign goals.
- Tailored to your specific audience.
- Explains why you – and only you – are the right one for the job.
- Includes a clear call to action. (Vote for me!)
- 60-second, 3-minute, 5-minute versions.

# Elements of a persuasive stump speech

- Attention-grabbing introduction.
- Adapt to your audience and establish credibility with them. Tell the story of why you decided to run.
- Identify the 3 problems and explain how you'll solve them. These are your campaign priorities.
- Paint a picture in the audience's mind of what their community will look like with your solutions implemented.
- Call audience to action (vote, donate, endorse, volunteer – all of the above).

# Delivering your stump speech

- Understand the audience and parameters of your speech - will your opponent and their supporters be present?
- Try to memorize your key points and deliver off-the-cuff (if in doubt, a notecard never hurts).
- Do not read from notes on your phone.
- Practice with your advisors and game plan for challenging questions.
- Seek honest feedback from your advisors and strive to improve with each delivery.



Q&A

Good luck on the trail!

# The Art of Public Speaking



**Marlene Cain**

Program Director, AAUW California  
Speech Trek



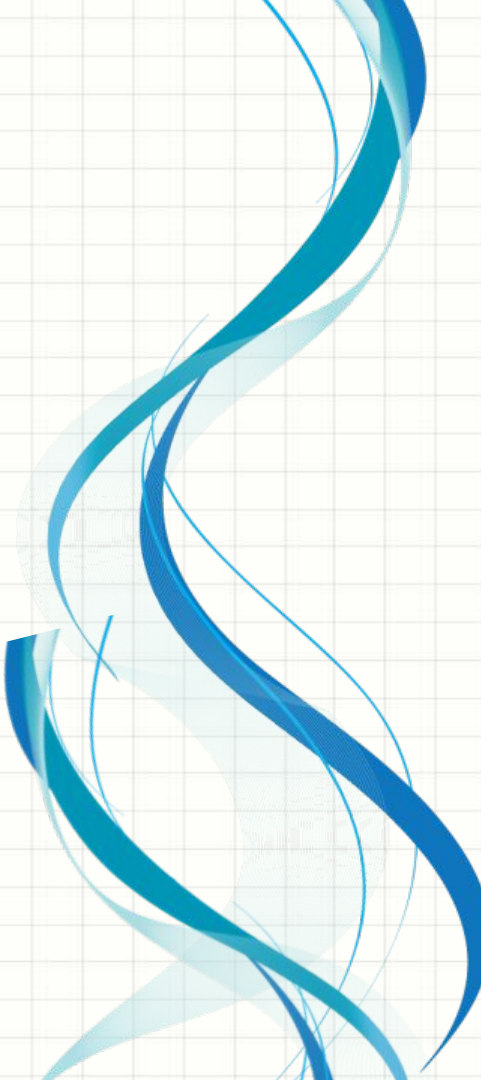


**THE ART OF PUBLIC SPEAKING  
OR**

**DON'T BE AFRAID TO**

**SPEAK UP!**





“The human brain  
starts working the  
moment you’re  
born and never  
stops until you  
stand up to speak  
in public.”

*George Jessel, actor*



# OVERCOMING THE FEAR

1

- KNOW YOUR TOPIC

2

- SHARPEN YOUR FOCUS

3

- PRACTICE 😊 😊 😊



# **BASICS OF COMMUNICATION**

- 1. REQUIRES ORGANIZATION**
- 2. MUST ACHIEVE A PURPOSE**
- 3. MUST BE RELIABLE**





# KNOW YOUR TOPIC

- **Pick a topic or subject in which you have interest.**
- **Know more about it than you include in your speech.**
- **Use personal stories and conversational language to help you remember what to say.**

*source: Toastmasters International*  
*Photo by Sean Kong*



# THE FOCUS

- **Your** presentation
- **What** you say
- **How** you say it
- To **Whom**

Photo by [Surface](#) on [Unsplash](#)





# FIVE STEPS TO A POWERFUL PRESENTATION

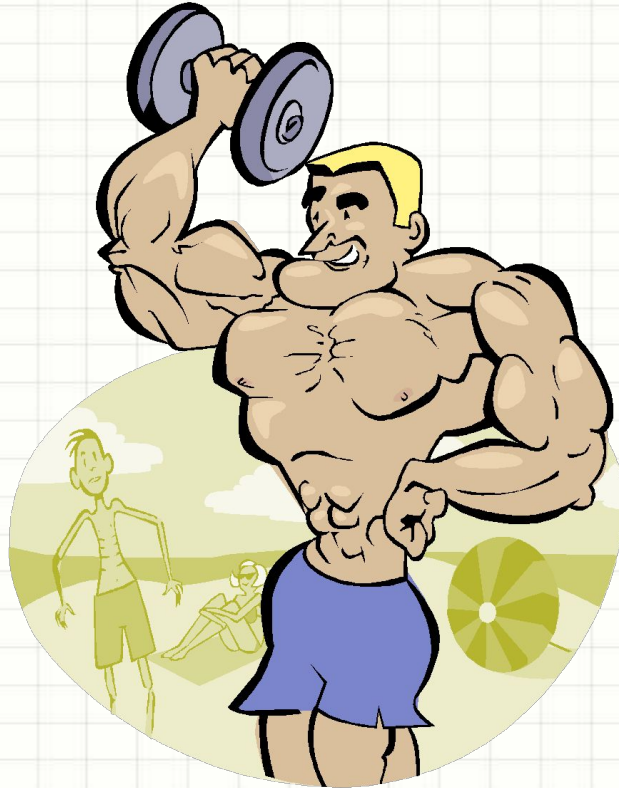
- ▶ DECIDE YOUR PRESENTATION'S PURPOSE
- ▶ IDENTIFY YOUR AUDIENCE
- ▶ WRITE DOWN YOUR MESSAGE IN ONE SENTENCE
- ▶ DRAFT OUTLINE: INTRODUCTION, BODY, CONCLUSION
- ▶ PROOFREAD / POLISH / PRACTICE / PRESENT



# THE INTRODUCTION



# THE BODY



# THE CONCLUSION





# **HIGH SCHOOL STUDENTS**

**YOUR SPEECH INTRODUCTION**

**YOUR BODY**

**YOUR CONCLUSION**



# LET'S PRACTICE!

## INSPIRE

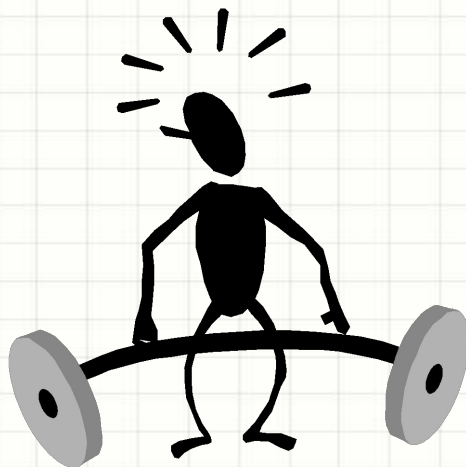
- Audience: at-risk high school students
- Purpose of talk: inspire—encourage students to stay in school
- 1 sentence summary: Demonstrate the benefits of a high school graduate.





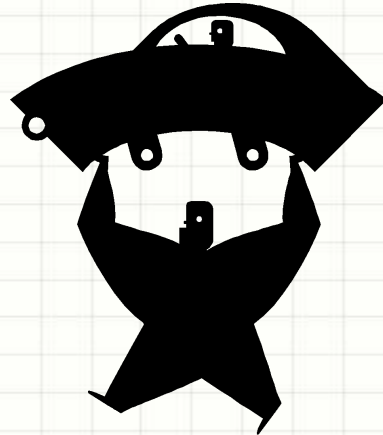
# INTRODUCTION

- “It’s important to stay in school.”
- “I want you to stay in school.”



# INTRODUCTION

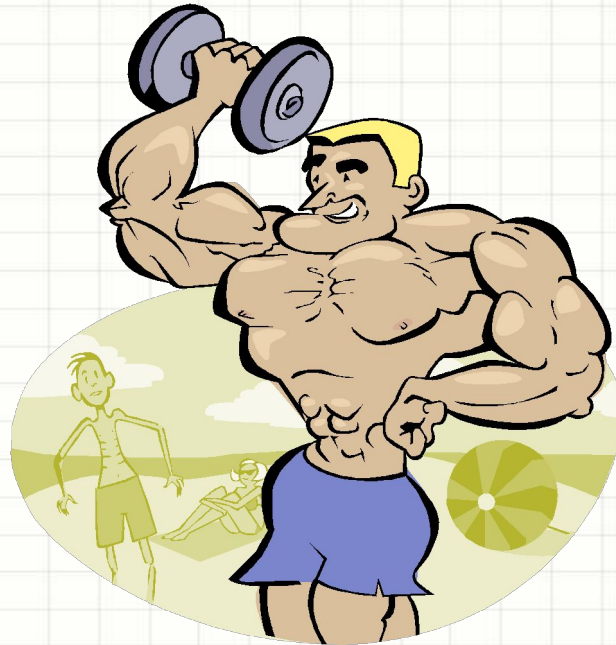
- “Statistics show that high school graduates make more money than high school drop-outs.”
- “Today I will show you how to make a million dollars.”
- “I can show you how to make a million dollars in three words: .....”





# BODY – MAIN POINTS

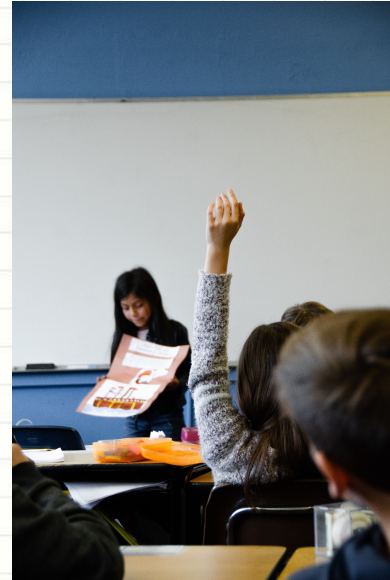
- **MILLION DOLLAR MOMENT**
- **GREATER CHOICES**
- **YOUR STORY**



# HANDLING QUESTIONS

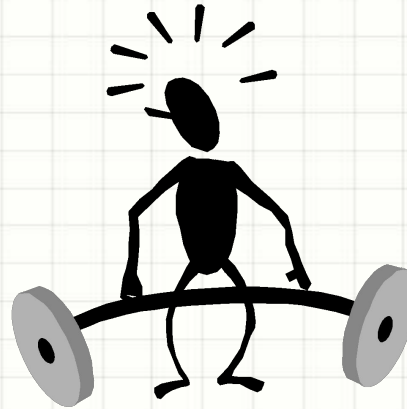
1. Build in time for questions.
2. Ask for questions BEFORE your conclusion.
3. When you have answered the final question, then proceed to your conclusion.

Photo by Taylor Flowe on [Unsplash](#)



# CONCLUSION

- “That’s all I have to say.”
- “Now you know why it’s important to stay in school.”
- “Thank you.”



# CONCLUSION

**YOU WANT A MILLION DOLLAR ENDING? MAKE A MILLION DOLLAR DECISION. MAKE IT TODAY—STAY IN SCHOOL!**



# DIGITAL DELIVERY TIPS

**Same principles as for in-person, PLUS:**

- **Neutral background (make that bed!)**
- **Test technical requirements ahead of time**
- **Be aware you are on camera**
- **Biggest difference: the camera is your audience**





# QUESTIONS





"It took me quite a long time to develop a voice, and now that I have it, I am not going to be silent."

Madeline Albright  
64th U.S. Secretary of State  
( May 15, 1937 – March 23, 2022)

# ***IF YOU WISH TO BE HEARD. . .***

- 1. DECIDE YOUR SPEECH'S PURPOSE**
- 2. WRITE DOWN YOUR MESSAGE IN ONE SENTENCE**
- 3. DRAFT OUTLINE: INTRO, BODY, CONCLUSION**
- 4. PRACTICE**

**Follow these four steps and**

***YOU WILL NOT BE AFRAID TO. .***







# **SPEAK UP!**

Marcain Communication  
For Gov Trek 2023



# Breakout Room Activity

- You have one hour to work as a team to:
  - Finish defining your campaign strategy
  - Separate into sub-teams/sub-tasks
- Notes:
  - Campaign manager(s) should act as project managers.
  - There are three classroom hours remaining. Schedule your time accordingly.
- Student Materials:
  - Political Campaign Project Description
  - Five Steps to a Powerful Presentation
  - Campaign Simulation Competition - **Updated**
  - Judges Rubric
- **Additional Materials**
  - Stump speeches
  - Voter Outreach Plans
  - Campaign Flyers/Ads

# Breakout Room Activity

- You will automatically be placed in one of eight breakout rooms. Each breakout room will have three associated rooms if needed for small group discussions. (i.e. 1A, 1B, 1C)
- Each room will have a facilitator who will work with you on the activity.
- When you enter the room:
  - Turn on your video.
  - Unmute your microphone.
- You will be returned to the main room in 60 minutes.

Facilitators	Room Breakout Room
Charmen Goehring, Shauna Ruyle	Room 1
Allene Zanger, Erica Wilson	Room 2
Ogie Strogatz, Sharyn Siebert	Room 3
Amy Hom, Kathleen Harper	Room 4
Barbara Ramsey, Dorothy Burk	Room 5
Asha Bajaj, Tomasa Santoyo	Room 6
Kim Talbert, Tracy Ramondini	Room 7
Maile Melkonian, Tracey Clark	Room 8

# QUESTIONS AND ANSWERS



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