



VoteRunLead  
VoteRunLead.org

VRL LIVE! WEB CLINIC

# How to Rock Your Political Debate

TWEET WITH US 

#VRLNation | @VoteRunLead



VoteRunLead  
VoteRunLead.org

Strengthening **democracy** by **unleashing** the power of **women leaders** through training, **technology**, & community.

**Welcome to VRL Nation!**

#VRLNation



# Weekly clinics every Thursday at 2pm ET

VRL readies  
women to become  
elected officials  
& civic leaders.

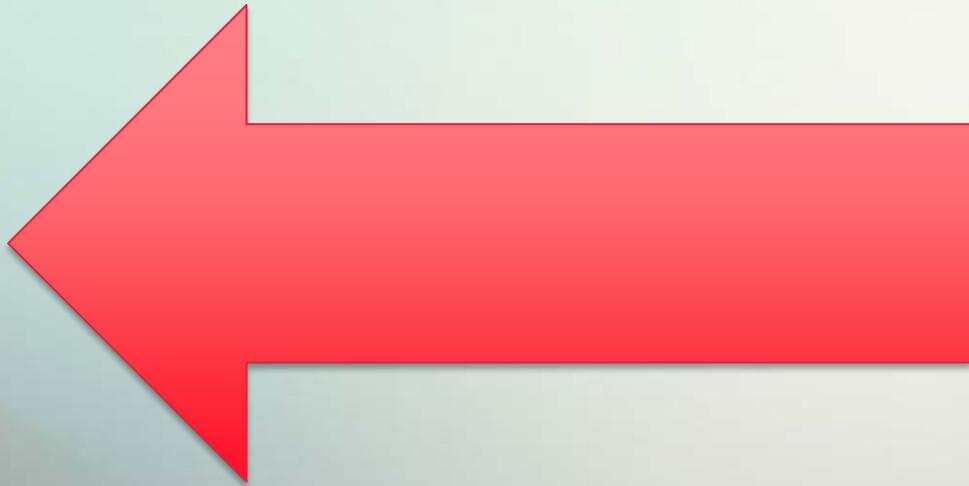
We do this is  
through industry  
partners & experts  
in our yearlong  
web series.

Check your email  
from us every week  
for upcoming  
webinars!

**Next week (Sept. 17):**

Where to Vote & GOTV Planning: Turn it up to turn it out!

# Use the chat box!



- **Introduce** yourself!
- **Share** tips, favorite links, resources, your Twitter handle, etc.!
- **Take advantage!** Ask questions for our expert and we will get them answered!



Today's webinar will be recorded & available for on-demand viewing for members of VRL Nation.



VoteRunLead

VOTING

HOW TO RUN

LEADERSHIP

INVITE

ABOUT

TRAINING AND EVENTS

LEARN ONLINE

VRL LIVE REPLAYS

# INS & OUTS *of* LOCAL GOV'T

a free VRL Live! web series



# Your Presenter



**Faith Winter**

@FaithKWinter

- Training Coordinator for VoteRunLead
- Colorado State Representative and Executive Director of Emerge Colorado.
- In 2004 Winter was named one of 30 people under 30 showing political leadership by the Youth Vote Coalition, in 2008 Winter was named one of the top ten most influential women in Denver by the Denver Examiner
- 2010 she was named Woman of the year by Colorado Business and Professional Women, northwest chapter
- 2012 Winter was named one of the up and coming women leaders to watch by the Denver Post.





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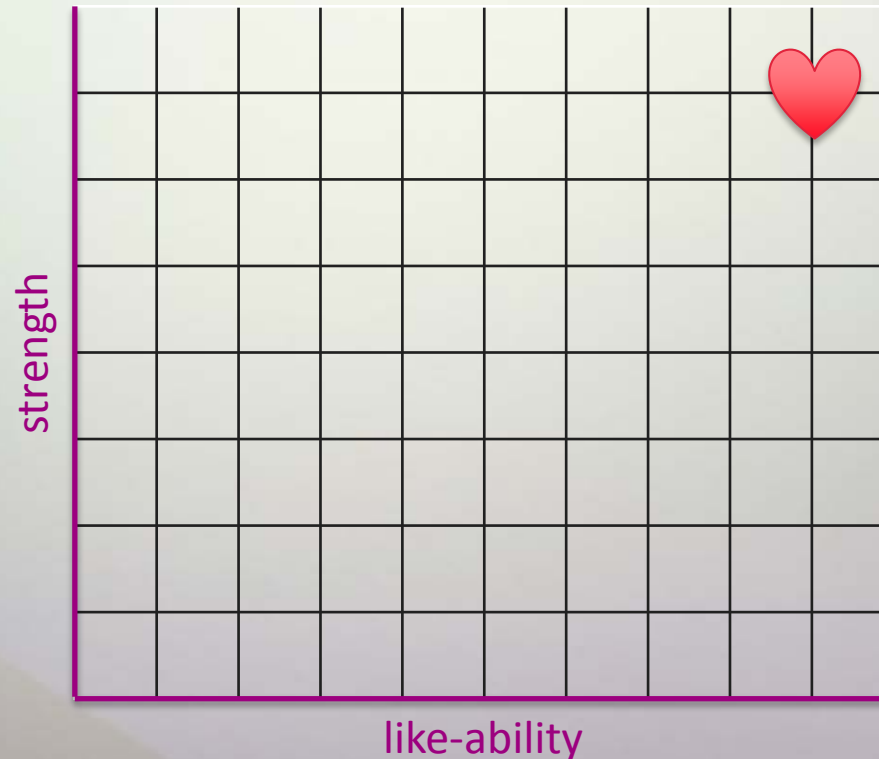
People vote for people they like and trust – Your job is to make sure people think you are a good leader.



# Research from Celinda Lake:

- Women must establish themselves as qualified. Use words like qualified, knowledgeable, confident, leader.
- When a woman candidate is described as qualified she gets an 8 point bump with women voters and a 6 point bump with male voters.
- For voters to consider women to be qualified there are two dimensions on is results-oriented/qualifications and the other is being charismatic and likeable.

The sweet spot is to show that you are both likeable and strong



# How to be “Tough as nails and warm as toast.”





# Mining for stories

- Name one person that inspired you and describe in detail when that person inspired you. What was happening?  
How did you feel?

# Mining for stories

- What is an issue you are passionate about? What happened to make you realize you were passionate about that issue?
- Describe a time that you were angry about a decision maker or institution. What made you angry?

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- Describe a time that you were angry about a decision maker or institution. What made you angry?
- If you could name one thing that made you to the type of woman that is on this webinar today what would that be?
- What are you an expert on? How did you become an expert on that topic.

# Stories reveal our:

- Values
- Leadership traits
- How we make decisions
- Issues we care about
- Brings in validators
- Make us memorable

# Practice your stories

- What stood out?
- What do you remember?
- What do you know about her?
- Where did you fade or get lost?
- Was there something you want to know more about?



# Now it is time to match your stories with questions you might be asked at a debate or forum.

- Write down the issues you think you will be asked about.
- You can figure this out by what the local paper is covering, what you are hearing at the doors, what organization is hosting the debate/forum, what have your opponents been talking about, etc.

# Issue/Values Prep Sheet

**VRL LIVE:** *Resource companion*  
**Rock Your Political Debate**



## Individual Issues/Values Prep Worksheet

Issue:

Values:

Leadership Qualities:

Your stand on the issue (active statement linked with values): *I believe in/that ...*

*Why? Link this to your bigger picture values. Include facts/statistics/backup information.*

*How? Your ideas for achieving your stand, again link with values.*



# Issue sheet on FAMLI

**VRL LIVE: Resource companion**  
**Rock Your Political Debate**



## Individual Issues/Values Prep Worksheet

Issue: Paid Family Medical Leave

Values: fairness, responsibility

Leadership Qualities: empathy, responsibility

**Your stand on the issue (active statement linked with values): *I believe in/that ...***

I believe that no family should have to choose between caring for a loved one and their pay check.

Story: Like Shelby who had no paid leave and was behind on rent because she took care of her daughter when she had surgery. She couldn't afford to take more time off so when her dad needed surgery she had to send him on a bus to the hospital.

**Why? Link this to your bigger picture values. Include facts/statistics/backup information.**

It isn't fair when 87% of workers in this country don't have access to any paid leave. We should support families when they want take responsibility for each other.

Story: Faby had to make the gut wrenching decision to take her dad off of life support on a five minute break before going back and finishing her shift. She couldn't afford to take time off and still buy groceries. Faby should have been able to be there with her Dad holding his hand.

**How? Your ideas for achieving your stand, again link with values.**

We need to create an employee paid insurance system to provide paid leave to all employees. This will ensure that no matter where you work or how much you make all employees will be able to take care of their families.

Story: When I talk to voters at nearly every door people are worried they are one accident, one illness away from

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Story: When I talk to voters at nearly every door people are worried they are one accident, one illness away from complete financial devastation. Being diagnosed with cancer, taking care of a sick parent or welcoming a new baby in the world are life changing events, people shouldn't have to also figure out how to keep their pay check.

**Personal credentials. Why you are the one to do something about this-reference your past experiences.**

With both my children I was on bed rest for over a month, my elderly father lives with me. I am taking care of two generations. As a mother and as a daughter I would do anything to help them if they had a serious illness. Hopefully if and when the time comes I won't have to make the gut wrenching decision to either keep my pay check or take care of my loved ones



# Issue sheet on economic development

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## Individual Issues/Values Prep Worksheet

Issue: Economic Development

Values: high quality of life, strong community

Leadership Qualities: business owner, economically smart

**Your stand on the issue (active statement linked with values): *I believe in/that ...***

I will work hard in Westminster to not only recruit new businesses and new jobs to our city but also help our local businesses grow and thrive.

Story: In Westminster I helped expand our small business grant program that helped an Italian Deli become not just a deli but a catering company. Which meant they hired more staff and our local business made more money.

**Why? Link this to your bigger picture values. Include facts/statistics/backup information.**

Small businesses make up 64% of new private sector jobs.

Story: When I was doing business retention visits our small businesses love Westminster especially because their employees are happy here with our great quality of life especially our parks and trails. Businesses say their biggest concern is to make sure we have a good education system so their employees want to send their kids to our schools.

**How? Your ideas for achieving your stand, again link with values.**

We need to make sure that our local business aren't just surviving but thriving. We need more resources for our local businesses like grants, training scholarships and technical assistance. We especially need incentives for more chef owned restaurants.

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Story: When I talk to voters in Westminster they all want more unique, high quality restaurants. When they celebrate a special occasion our have out of town guests they don't want to have to leave Westminster and go to Denver or Boulder.

**Personal credentials. Why you are the one to do something about this-reference your past experiences.**

As a small business owner I know the struggles of trying to grow your business and the hope and hard work you put in to make sure a business is successful. That is why I can partner with our local businesses and make sure our city is working with them to be successful.

# What if you're stumped?



# Thank You!

TELL US WHAT YOU THINK!



Wait for the meeting window to close (**don't close it yourself**) & you can fill out the satisfaction survey about today's webinar so we can continue to tailor your workshops.