COMMUNITY NEEDS WOMEN !!

17 OF 40 WOMEN IN THE KANSAS SENATE

32 OF 125 WOMEN IN THE KANSAS HOUSE

1 2 3 4 5 6

WHY?

What motivates you to run or drives you to get involved? It is different for everyone. Your why is uniquely yours but provides the drive and overall direction for your campaign.

KNOW YOUR AUDIENCE

Who votes in these elections or appoints this office? For winning this, only 51% of the voters matter. Focus on that audience alone until the election is over.

DEVELOP YOUR MESSAGE

Your message is your why to your audience. Explain your passion to solve the issue or address the need that is motivating you. Your audience needs to hear what drives you.

SPREAD YOUR MESSAGE

It is critical to spread your message but it is important to target it only to your target audience, so you do not waste resources. Door-to-door, social media, mail, text and calls are all good ways to layer communication to your audience.

BUILD YOUR TEAM

A team is critical to every successful campaign. Women build teams everyday. A campaign treasurer, a strategist or someone who has run before and campaign volunteers are the most essential.

WHAT?

What motivates you will help you decide the best place to serve or run. Are you motivated by ensuring the brightest future for our children? Run for school board for example.