



Working to create your story now will help you answer questions in the future like “why are you running?” and “why should I vote for you/someone you are supporting?”
Good luck!

Creating Your **WORKSHEETS** Story

Your story will include who you are, your accomplishments and values. It will help voters make the decision to vote for you!

Try creating three levels of messaging:

1. One Sentence – The Why Me? Message

- One sentence containing very precise, emotionally-based words
- Answers the why are you running question & what you bring to the position
- Use for a quick answer, on campaign material and on social media

2. One Paragraph – The Who & What Message

- 3 to 4 sentences covering your personal background, experiences and past contributions to the community
- Helps people get to know you and feel comfortable about your ability to do the job
- Use during in-person conversations (door knocking, meetings with community groups and at all-candidates presentations)

3. One Page – Your Longer Biography

- Dives into more detail about your background, experiences and accomplishments
- Draw on individual paragraphs to highlight your experience in a particular area
- Use on your website and distribute to volunteers

Begin Now, Edit Later... Practice A Lot!

Often beginning to create your story is the hardest part! Sit down with a piece of paper or at a computer and create a bulletin point list of the things you would like to say to potential voters... They are your audience.

Start by writing your **Longer Bio** first. Begin with the easy stuff: Your personal information (who you are, where you live, how long you’ve lived in the community, your interests and hobbies), then add work and volunteers experiences that you feel are relevant.

Next, highlight key words you want to include in your shorter **Who & What Message**. Write that using action words like “planned”, “founded”, “built” or “led”, that quickly convey your leadership abilities (1).

Then, highlight key words you want in your shortest **Why Me Message**. If it helps, structure your single sentence this way:

I am running for (position) because I want to (what do you want to do) See examples on page 3.

Finally, find someone you trust to review your story. It can be a little scary, but it’s the beginning of a journey that will end with you sharing your story in a relaxed and confident manner.

Parts of your story may change over time, and that’s ok. Polishing your story will make it really shine!

Want to help electHER? We welcome everyone, including women who want to run and all who wish to support our goal of achieving sustainable gender balance in Grey Bruce. Sign up at <https://www.electhernow.ca/contact>.

Notes: (1) See more action words [HERE](#)

For more details about Campaign Planning, plan to attend the electHER Campaign School Series (Feb. – April 2022). [Sign up HERE](#)



It's often easier to write something after seeing an example. Whether these messages speak to you or not, they may help you begin to create your own story.

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Who & What Paragraph - Samples

Now retired and living in (community), I have the time, the desire and the attitude to listen, learn and work with you to achieve outcomes that make sense for our community. I bring to the table an education and over twenty years' experience in business administration, as well as many years of volunteer service. I am confident that my organization skills, strong work ethic and passion to serve will translate well to the responsibilities of a councillor.



I love this town! (Municipality) has been a phenomenal place grow up and to raise my young family. I am running for (name) Council because I believe we need a bold vision for our future. I believe it is time I give back to the community that has given so much to me.



I've lived in (community) for 18 years. I am a home owner, tax payer, business owner and developer, a community volunteer, a health care provider and have raised children in this community. I am running to serve and represent you and our community, to bring a difference viewpoint to Council and to help improve services for future generations.



My name is (here). Like you, I love (the area). Whether you've been here your whole life or only a summer, I want to work with you to keep what we love. As your councillor, I am ready to bring fresh perspectives and make fair decisions.

Why Me Sentence - Samples

I am running for (position) as I want to put my value of community service into action and help create a better community in the future.



I love this town and am running for Council because I believe we need a bold vision for our future.



I'm passionate about the future of our community and, as (position), will work hard to respect its history while preparing for what comes ahead.



Like my ancestors who helped take care of the land and build the community, I will do the same for future generations.



Use this page to write your initial bullet points, then use them to create your longer biography / resume. *Good luck!*

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Your Longer Biography

Jot down ideas about what you want folks to know about you and identify key words or action words for each point.

Ask others close to you for their input. They know us best and will often suggest accomplishments we have overlooked!

Bullet Point

Key & Action Words

<ul style="list-style-type: none"> • (Sample) Chamber of Commerce Board Member since 2016. Have met with other local businesses to increase membership and better understand local business needs 	<p>Improved community connections as Chamber of Commerce Board Member for five years</p>
<ul style="list-style-type: none"> • 	