



Your Campaign. Your Voice.

February 2026 | The skills you need are the ones you already have

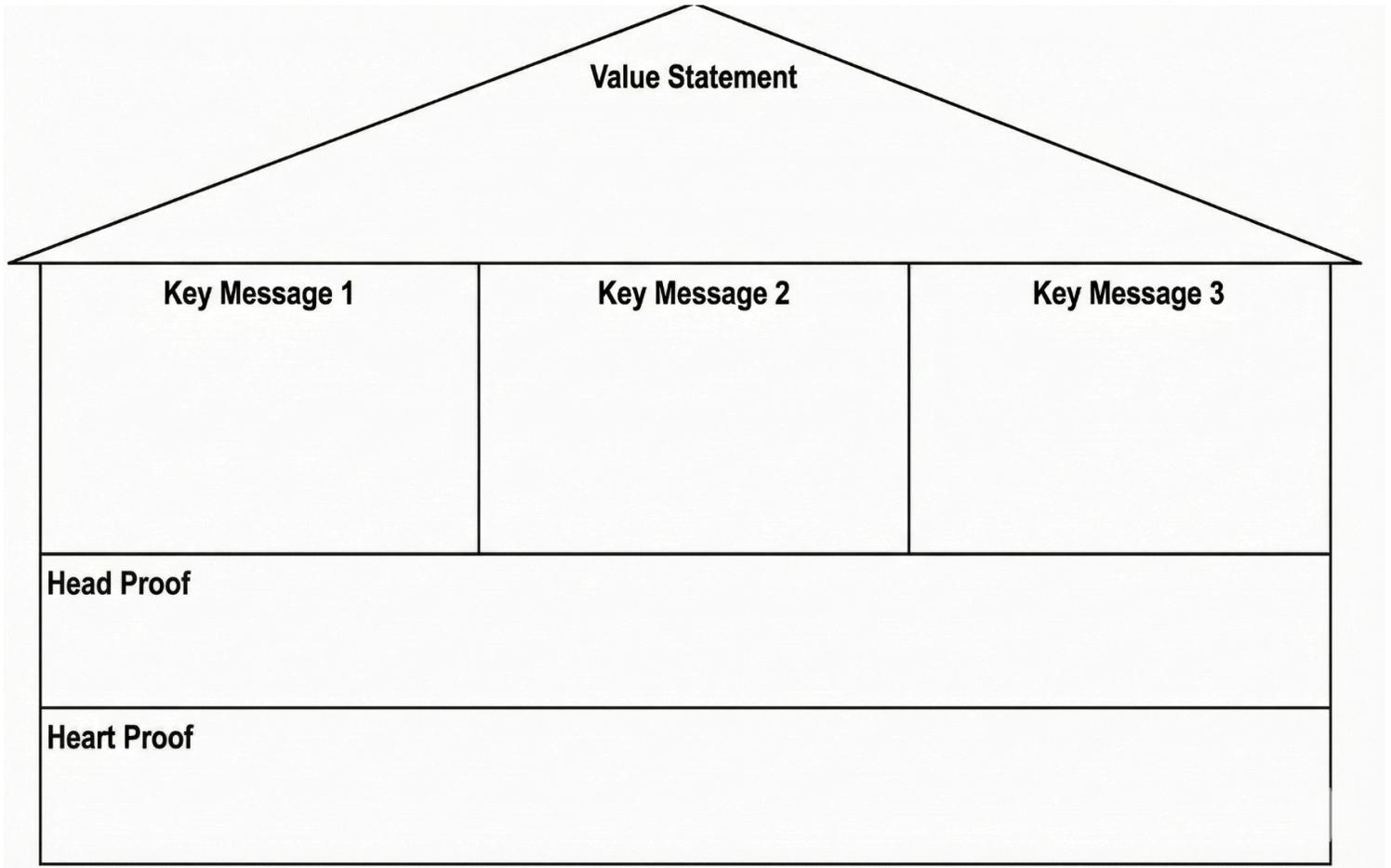
Reframe Your Hesitations

Women considering a run for office do not lack skills or knowledge. Often, they wait for the perfect moment, more credentials, or ideal circumstances. (Spoiler alert: Men do not!) These doubts do not disqualify us. They sharpen us. Name them, reframe them, and turn them into reasons your community needs you.

Stories I tell myself	The value it brings
A: I do not know enough about infrastructure and budgets B: People will think I am inexperienced	A: I will ask the questions residents are too intimidated to ask B: I have fresh perspective and energy at a time council needs new voices

Messaging 101: Always Head Home

Things in 3 resonate: Primary colours. The Hanson Brothers. Little pigs. Rings at the circus. Blind mice. Sheets to the wind. Witches of Eastwick. BLTs. AND your messaging.



Value Statement: Why people should pay attention and the value you bring. During an election, this is likely your slogan. | 1 line

Key messages: Add depth, but not detail. Depth adds more explanation and interest (good!) Detail adds minutiae (not so good!). | 1 sentence each

Proof: Head messaging: facts, statistics, and credentials that prove your key messages. Heart messaging: stories, emotions, and personal experiences that bring your key messages to life. You need both: head persuades, heart motivates. | 3 bullet points for each

Sharing Your Story

Ask these four questions before you begin to post, knock, or talk:

1. Where am I already trusted? Start there. Do not build from scratch.
2. Where do I need to be seen but am not yet? This is where you grow into.
3. What am I avoiding, and why? Decide if the avoidance is strategic or fear.
4. What one space and channel will I own? Showing up regularly beats showing up perfectly.

My Community Audit

Before you build new comms tools, take stock of where you already are. List three places you show up regularly in your community. Circle one in each column where you are most trusted. This is your comms starting point.

In Person

Virtually

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Own Your Avoidance

What is a place, platform, or conversation that would put you in front of more voters, but you are avoiding? Is that avoidance strategic or fear? If it is strategic, smart: you have permission to let it go! If it is fear, be honest about what staying invisible might cost your campaign. *A space, place, or conversation I am avoiding is:*

Get In, Get On, Get Out

Every in-person interaction at the door, a networking event, or in the grocery store follows the same structure:

- **Get In:** Introduce yourself. Share your why and build connection
- **Get On:** Share one key message that fits the context. Listen more than you talk.
- **Get Out:** Wrap it up with grace and intention. Leave with a thank you and a clear ask: sign up, share this, come to my event. Most importantly, VOTE FOR ME!!

Comms Tools: The Essentials

These 10 things can carry your campaign communications

Your Team

1. One person to brainstorm comms strategies, messaging and opportunities
2. One person to handle social and web updates

Your Assets

3. A simple website with your branding, professional-ish photos, your 200-word why story, value statement, three key messages, contact and donate info
4. Printed leave-behind card for doors and events (4x6 postcard)
5. One social platform you will use consistently. Decision point: personal account or campaign account? Personal feels authentic but blurs boundaries. The campaign is cleaner but starts at zero. Decide early.

Your Systems

6. Contact list of supporters who will amplify your message 1) where you need votes and 2) beyond
7. Calendar of community events where your voters already gather
8. A way to track who you have talked with and what they care about

Your Amplifiers

9. Canva for quick visuals
10. AI for strategic thinking, planning and content

Homework

1. Remember, the skills you need are the ones you already have
2. Buy YourName.ca and YourName.com at Rebel.com
3. Choose an AI tool you have a good volume of access to and use it as a strategic thinking partner, not just a content creator

Find more resources and ideas at MunicipalCampaignSchool.ca

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