

LEAGUE OF WOMEN VOTERS OF GREATER TUCSON

AND

AMERICAN ASSOCIATION OF UNIVERSITY WOMEN,
CASAS ADOBES AND TUCSON CHAPTERS

PRESENT



RUNNING AND WINNING WORKSHOP

SUNNYSIDE HIGH SCHOOL
TUCSON, ARIZONA
September 21, 2017



eliminating racism
empowering women
ywca

SPECIAL RECOGNITION TO THE MODERATOR, THE HONORABLE LISA ABRAMS



LISA ILKA ABRAMS was appointed to the position of Commissioner/Judge Pro Tempore, Pima County Superior Court in May, 2010. She currently serves on the Family Law bench. Judge Abrams volunteers on a number of boards including the Arizona Association of Family and Conciliation Courts and the Pima County Domestic Violence Fatality Review Board. She remains an active alumna of Smith College and has served as the Vice President of the Board of Directors of the Alumnae Association of Smith College and as the chair of the Network of Alumnae Admissions Coordinators for eight states. She currently serves on the Smith College Medal Committee. She is a former partner of the law firm of Karp & Weiss, P.C. She practiced in the areas of family law, school law, and juvenile law. Prior to joining Karp & Weiss in 2003, she served as a Pima County Public Defender and as in-house counsel for Tucson Unified School District. She earned her BA, magna cum laude, Phi Beta Kappa from Smith College and her J.D. from the University of Arizona. In 2005, she was named one of Tucson's 40 Under 40 by the Tucson Business Edge. Lisa is a certified therapy dog handler, and she regularly brings her therapy dogs to court. Lisa is the mother of two boys, ages 19 and 16.

OUR SPONSORS



The League of Women Voters of Greater Tucson www.lwvgt.org

The League of Women Voters, a nonpartisan political organization, encourages the informed and active participation of citizens in government, works to increase understanding of major public policy issues, and influences public policy through education and advocacy.



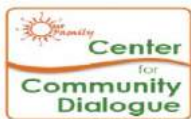
American Association of University Women: Casas Adobes & Tucson Chapters

www.aauw.org AAUW advances equity for women and girls through advocacy, education, philanthropy, and research.



YWCA of Southern Arizona <http://www.ywcatucson.org>

In Tucson, the YWCA has been an incubator for change inspiring, resourcing, training and empowering people to create the change they wish to see in their own lives, in the community and in the world—since 1917.



The Center for Community Dialogue Center@OurFamilyServices.org *Arizonans have in-depth and meaningful conversations on important topics in a skilled, civil and respectful way. We do this through mediation, communication and conflict resolution trainings as well as community forums.*

Running and Winning is a workshop for high school girls and was developed by the LWV Education Fund and made interactive by the LWV of Camden County, New Jersey.

WELCOME

to the 15th annual Running and Winning Workshop. The League of Women Voters of Greater Tucson, the American Association of University Women Casas Adobes and Tucson Chapters, the YWCA of Southern Arizona, and the Center for Community Dialogue are pleased to be sponsoring this program. We are especially honored and thankful to have several elected women officials from our community present here today to spend time with you so that one day you may be working side by side with them at the local, state, or federal level.

You will meet, listen to, and learn from women who currently hold public office in our community and discover many leadership qualities in yourself. This opportunity today will open a whole new world of possibilities for you. You may decide you want to explore a leadership role in public service: run for office one day, campaign for another woman, or join an executive, legislative or judicial branch of government. While this program deals with running for and winning political office, you may learn leadership skills that you can use in any field.

America just celebrated the 97th anniversary of the 19th amendment which granted women the right to vote. Women hold only a small percentage of elected offices, despite being 53% of the population of the United States. In 2017, women hold 21% of U.S. Senate seats, 19% of seats in the U.S. House of Representatives, and almost 25% of state offices (nearly 39% in Arizona). Women need to participate in, run for, and win elected offices! Today will be your opportunity to witness firsthand how to run for elected office.

SCHEDULE

7:30 am	Registration of High School Students
7:45 am	Opening Remarks – <i>Freda Johnson, LWVGT President</i>
7:50 am	Pledge of Allegiance - <i>Moderator Judge Lisa Abrams</i>
7:55 am	Welcome to Sunnyside High School - <i>Eric Kirkendall, Assistant Principal</i>
8:00 am	Remarks – <i>Moderator Judge Lisa Abrams</i>
8:05-8:15 am	Students Write Questions for Elected Women
8:15-8:30 am	Introduction of Elected Women – <i>Moderator Judge Lisa Abrams</i>
8:30-8:45 am	Session 1 – Interview of Elected Women
8:45-9:00 am	Session 2 – Interview of Elected Women
9:00-9:15 am	Session 3 – Interview of Elected Women
9:15-9:30 am	Session 4 – Interview of Elected Women
9:30 am	Break and Snacks
9:50-11:30 am	Design U.S. Congressional Campaign
11:30 am	Lunch
12:15 pm	Review Presentation
12:30 pm	Candidate Speeches
1:30 pm	Vote for Most Persuasive Speech and Evaluations
1:40 pm	Wrap-up
1:50 pm	Running and Winning Certificates

Why WOMEN SHOULD RUN

The underrepresentation of women in elective office matters a great deal. As an extensive body of academic research has revealed, women make a significant impact on the body politic. The differences in the way women officeholders lead and govern, view issues and engage citizens, serve constituents and represent women are so important that we need to get more women elected. We believe the result would be an extraordinary change in how this nation campaigns, elects and governs. Among the leaders of the effort are the Center for American Women and Politics (CAWP) at Rutgers University, which conducted much of the research noted here, and South Carolina's Southeastern Institute for Women in Politics.

pnj.com/1bWKgWJ

When women run for office, they are motivated more by policy goals, not as much by power or prestige.

Women do not confront; they collaborate and build consensus. One of the most recent example of successful collaboration was the bipartisan effort of the Senate women who put together the deal that ended the federal government shutdown in 2013.

Women make the legislative process more transparent and public. They are not afraid to reveal problems and propose changes, and they tend to work harder.

Women change the legislative agenda, bringing new perspectives that arise from their broader and more diverse information sources.

Women are more likely to take the lead on women's issues and those of concern to disadvantaged groups.

Women seek alternative avenues to making political and policy change. Running for office has not always been a path which they can envision for themselves.

Women have fought countless battles towards equality and justice from outside legislative halls - and won.

These findings are not meant to diminish the good works and accomplishments of male officeholders. Their purpose is to identify the benefits to be gained by adding more women to the political mix and to note the effect of the presence of women on male colleagues.

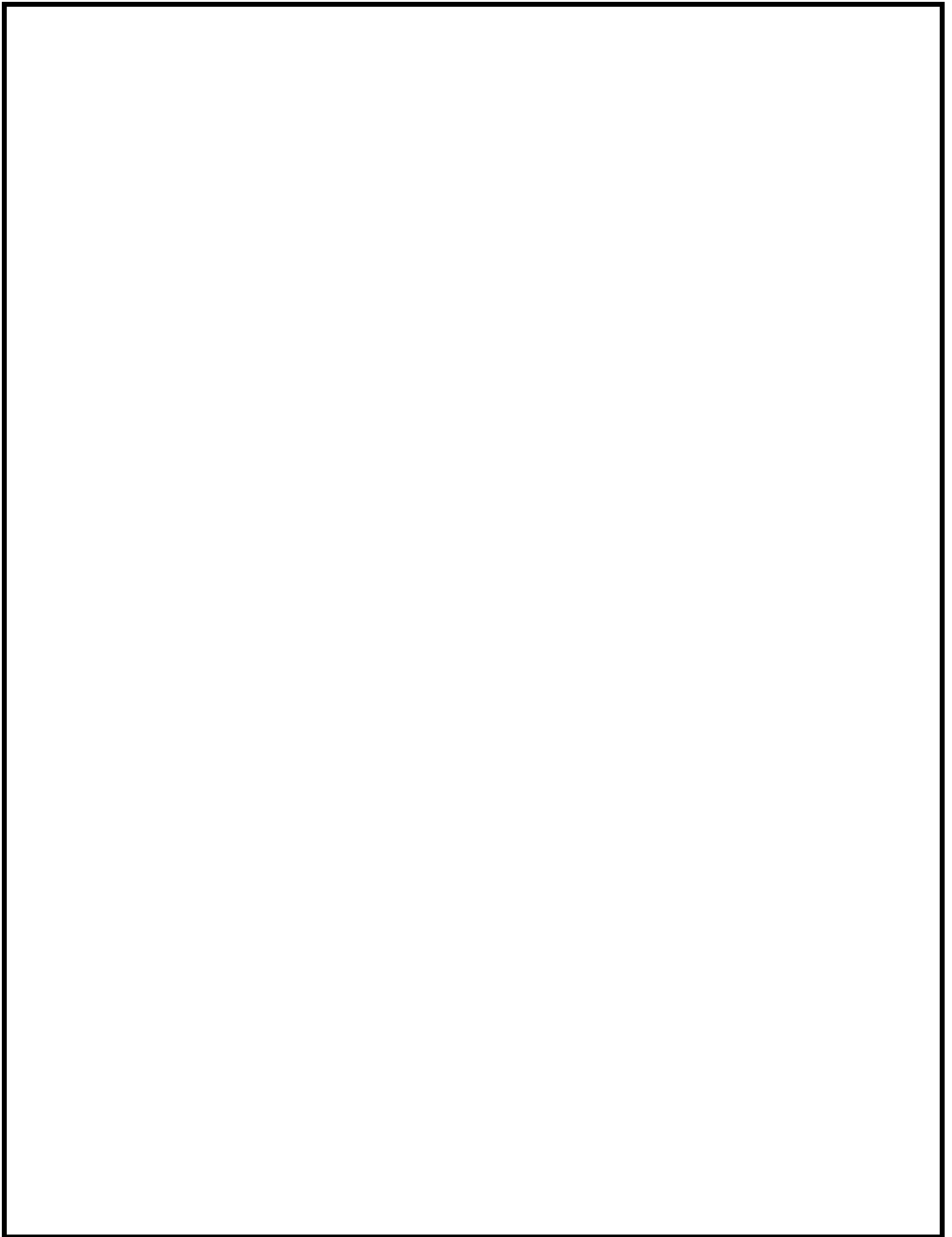
Did you know??

Arizona is the first state where a woman succeeded another woman as governor and the first state to have four women governors.

The 19th Amendment to the Constitution granting women the right to vote was passed by only one vote - Tennessee was the 36th state to ratify the Amendment, and it passed the legislature when Harry Burn, a young legislator, changed his vote to "yes" after receiving a letter from his mother telling him to "do the right thing."

Victoria Woodhull (1838-1927) was the first woman to run for the office of the U.S. President in 1872 under the National Women Suffrage Association. While women would not be granted the right to vote until nearly 50 years later, there were no laws prohibiting a woman from running for the chief executive position. Recently, in the 2016 election, there were two women running for their party's nomination and one who received her party's nomination to run for the U.S. Presidency.

Women have been elected to the House of Representatives from 45 of the 50 states in the United States. The states that have not elected a woman to the House are Alaska, Iowa, Mississippi, North Dakota, and Vermont—though Alaska, Iowa, and North Dakota have elected women to the United States Senate.



YOUR R&W CAMPAIGN

Prepare by examining the description of Roles and Responsibilities at your table that specify jobs for each of the four main roles used in your R&W campaign:

CAMPAIGN ROLES AND RESPONSIBILITIES

1. Read the descriptions carefully. Collectively, decide who at your table will fill each role of the:

Candidate

Campaign Manager

Speechwriter

Publicity Committee

2. As a team, review the Congressional Campaign Platform issues and identify your top priority.
3. Then expand upon it to develop your platform speech.
4. Brainstorm a slogan or ad that you can use on a poster billboard, PowerPoint, or any publicity for your campaign.

HOW TO CREATE YOUR R&W SPEECH

1. Begin with an introduction that covers the following:
 - Who you are
 - What you stand for
 - What you will be talking about and why it is important
2. Use a quick story or joke to grab the audience's attention
3. Expand on your platform's key points by using statistics, facts, examples and/or stories
4. Use smooth transitions to link your introduction, key points and conclusion
5. End with a conclusion that summarizes each of your key points, restates your name, gives your main purpose, and leaves the audience with a lasting impression.

NOTES: The introduction should comprise between 10%-15% of the total speech, the conclusion 5%-10%

- When giving your speech, focus on your audience, project to the last row, and make eye contact
- Demonstrate confidence and passion when presenting your platform
- Be clear in your delivery and make it easy to understand
- DON'T FORGET to close with your name and ask for their vote

HOW TO DESIGN YOUR R&W CAMPAIGN Slogan OR Ad

1. Make it visually colorful and appealing
2. Include the slogan
3. If possible, project the key points your team has selected in the slogan or ad
4. Effectively describe what the Candidate will do if elected (be clear and direct)

CAMPAIGN TEAM

Running a political campaign is a fast-paced, intensive project with many decisions to be made and many details to be covered. A well-structured, hardworking team with adequate financial resources is essential. The candidate and the campaign manager lead the team. Listed are some other key positions in the campaign. However, not all positions are paid and some positions are chosen based on connections and reputation in the community to get things done!

Candidate. With a competent team, the candidate can focus on these activities:

- Contact prospective contributors to ask for money to run the campaign
- Decide her point of view on issues, often after getting advice from experts and others whose opinions she values
- Review media releases to ensure that the quotations and interpretations of her responses to questions are correct and accurately reflect her views
- Give final approval to paid publicity such as brochures, ads, TV spots and social media
- Approve the campaign budget, but keep out of the daily operations

Next to the candidate, the campaign manager runs the campaign. This individual must manage the whole team in a way that keeps all focused on their tasks and being enthusiastic about their candidate. She needs to be able to make decisions quickly and assess what is working and what is not in order to keep the campaign on track.

Campaign Manager. Manages the staff and the day-to-day activities of the campaign. Informs the candidate of the key movements within the campaign, including endorsements and changes in strategy, and advises her on questions she may be asked by the public or the media.

- Oversee the budget
- Recruit, interview and hire all the campaign staff with the candidate's approval
- Coordinate the candidate's schedule
- Communicate with key leaders in the community
- Represent the candidate when appropriate

- With the communications director, develop the strategy for the use and timing of releases to the media

- Project financial needs and track fundraising

Treasurer. Often an accountant or an attorney, the treasurer must comply fully with campaign rules and regulations. She must: set guidelines for recording and tracking all financial transactions; record all contributions and report them as required by law; alert team members when fundraising is falling short of ongoing needs.

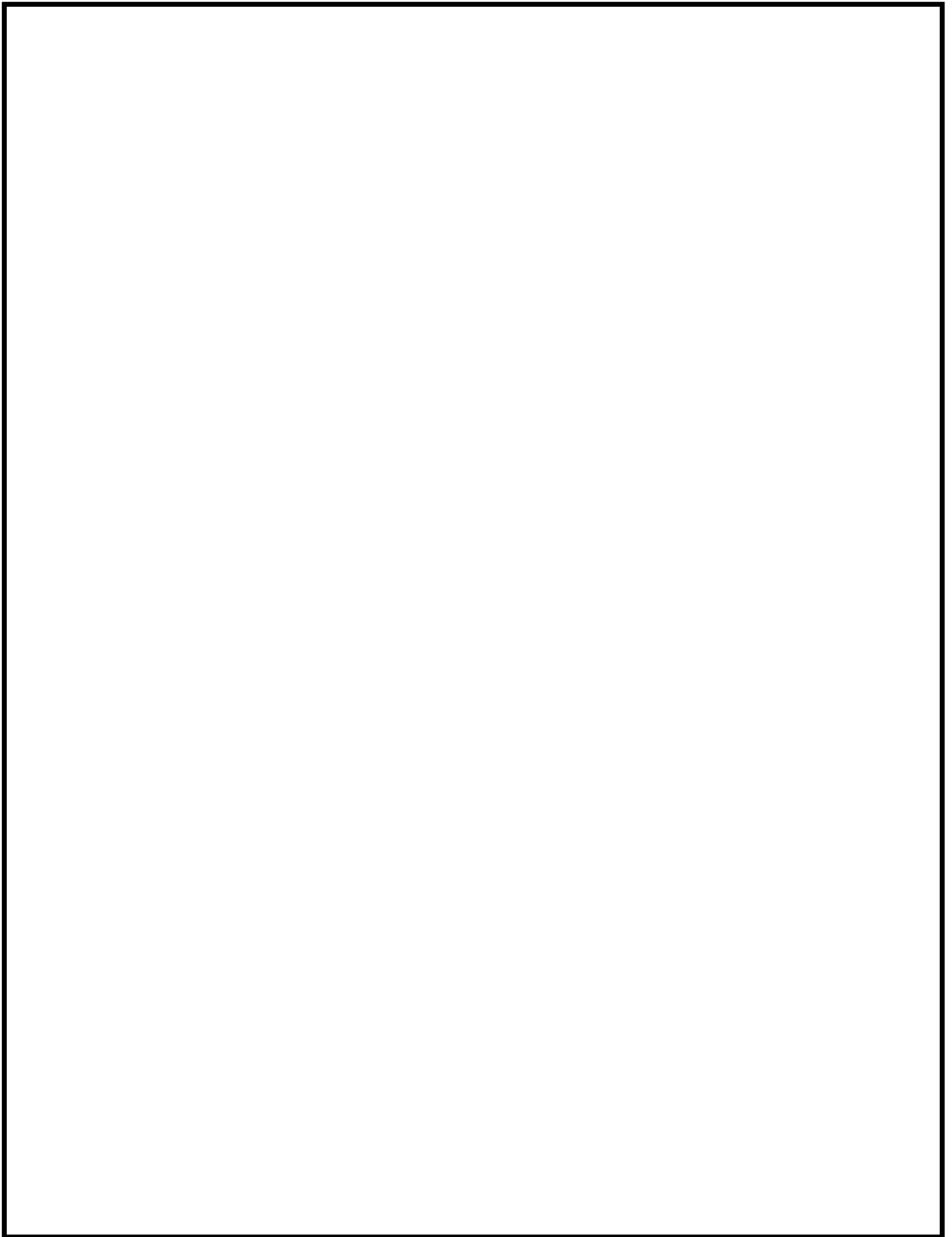
Communications Director. She handles press releases, social media, conducts opposition and issue research, helps prepare for debates, writes some speeches, and arranges for media events.

Field Coordinator. This individual works with the party organization, coalitions and local constituencies to provide direct contacts by phone, door knocking, social media, and direct mail to get out the vote for the candidate. Responsible for voter registration drives and contacting absentee voters.

Volunteer Coordinator. Campaigns depend on people to perform many different kinds of activities. The coordinator personally meets as many of the volunteers as possible in order to assign them to roles they are suited for. She is also in charge of recruiting, scheduling, and organizing the volunteer team.

Fundraiser. Money is essential to running any political campaign. The fundraiser develops the strategy to raise money by: finding supporters to host fundraising events; identifying potential donors for the candidate to contact; contacting political action committees; and by carrying out direct mail campaigns. Must be knowledgeable in campaign finance regulations.

CompleteCampaigns.com





WEBSITE RESOURCES

NON-PARTISAN WEBSITES THAT MAY BE OF INTEREST

- **American Association of University Women** www.aauw.org A national network of more than 1000 branches, AAUW advances equity for women and girls through advocacy (via public policy positions), education, philanthropy and research.
- **Center for American Women and Politics** www.cawp.rutgers.edu A unit of the Eagleton Institute of Politics at Rutgers, the State University of New Jersey, a source of scholarly research and current data on American women's political participation.
- **eVoter.com**, and evoternews.wordpress.com The unbiased, non-partisan election information site where voters, candidates and organizations connect online.
- **FactCheck.org** A project of the Annenberg Public Policy Center of the University of Pennsylvania. A non-partisan, nonprofit "consumer advocate" for voters that aims to reduce the level of deception and confusion in the United States. Monitors the factual accuracy of what is said by major U.S. political players in the form of TV ads, debates, speeches, interviews and news releases.
- **League of Women Voters** www.lwv.org A non-partisan political organization. LWV neither supports nor opposes candidates for office, but is wholeheartedly political by working to influence policy through advocacy on issues that it has thoroughly studied and reached agreement upon.
- **National Organization for Women** www.now.org The largest feminist organization in the U.S. Works to secure political, professional and educational equality for women.
- **National Women's Political Caucus** www.nwpc.org A multi-partisan, multicultural grassroots organization dedicated to increasing women's participation in the political field through recruiting, training and financial donations. Provides support to women candidates running for all levels of office regardless of political affiliation.
- **Project Vote Smart** www.votesmart.org Utilizes volunteers, conservative and liberal alike, to research political candidates' and elected officials' voting records, biographies, contact information, issue positions, interest group ratings, public statements and campaign finances.
- **Running Start** www.runningstartonline.org Founded in early 2007, Running Start grew out of the non-partisan Women Under Forty Political Action Committee (WUFAC), which financially supports young women running for federal office. Running Start's programs give young women the knowledge, support, encouragement and inspiration they need to run for an elected position.

AND PARTISAN POLITICAL ORGANIZATIONS FOR WOMEN

- **Emily's List** www.emilyslist.org, which is dedicated to electing pro-choice Democratic women to office. It recruits candidates, provides training for them, researches issues in the minds and moods of women voters, and provides persuasive messages to get women voters to the polls. A local version is at www.arizonalist.org.
- **National Federation of Republican Women** www.nfrw.org has thousands of active members in local clubs, works to promote the principles, objectives and policies of the Republican Party, elect Republican candidates, inform the public through political education and activity, and increase the effectiveness of women in good government. The Arizona branch is at www.azfrw.com.

PARTISAN

: a firm adherent to a party, faction, cause, or person (Merriam-Webster)

: in politics, a committed member of a political party (Wikipedia)