

What motivates me?

Make a list of reasons you want to run.

I am running for office because

Rank

Look at your reasons for running and rank them by importance, with 1 being the most important reason for you.

Summarize the strongest reasons in 50 words or less.

Read your summary to someone who you trust and ask for feedback:

- Are there ways your summary could be strengthened?
- Are there additional reasons on your list that would strengthen your pitch?
- Can they identify reasons you may not have considered for yourself?