



GET READY

& RUN FOR OFFICE

 MAINSTREAM
COALITION

THE
voter
NETWORK

 **CEP**
climate + energy
project


KANSAS
INTER
FAITH
ACTION

LWV LEAGUE OF WOMEN VOTERS'
OF KANSAS

KU Institute for
Leadership Studies

KRC 
KANSAS RURAL CENTER


Citizens' Climate Lobby



**PATHWAYS TO
CIVIC ENGAGEMENT
SERVE & RUN**

Beth Pauley

The Climate + Energy
Project

pauley@climateandenergy.org



Beth began her career in environmental and energy policy at Metropolitan Energy Center, where she successfully forged relationships and developed coalitions to expand environmental programs in underserved communities. Prior to her environmental advocacy work, Beth served as a legislative liaison at the largest animal shelter in the Kansas City area where she worked on several animal welfare reforms at the local and state level. Through Beth's experience in the nonprofit sector, she's gained valuable experience in fundraising, volunteer management, operational strategy, grant writing, and advocacy. In 2016, she graduated with her Master's in Public Administration and co-authored "Wanted: Women in City Management" with a professor and two fellow classmates.

Beth thrives in complexity, which is why she enjoys making the connections across the many environmental intersections. Originally from Nebraska, she sees a tremendous potential for Kansas to lead the Midwest by example for environmental and renewable energy solutions. In her spare time, Beth enjoys lounging around with her three pets (two dogs and a cat), reading, and dancing.





Mission

The Climate + Energy Project (CEP) builds resilience in Kansas through equitable clean energy solutions and climate action.

Purpose

The Climate & Energy Project:

- connects people, organizations, and ideas;
- presents science-based facts;
- facilitates critical thinking and community engagement; and
- co-creates equitable and productive solutions.



Mary Banwart

KU Institute for
Leadership Studies
mbanwart@ku.edu



Dr. Mary Banwart is an Associate Professor in the Communication Studies Department and Director of the Institute for Leadership Studies. She is also the Program Director for the Women's Global Leadership Consortium, housed in the ILS. She teaches undergraduate and graduate courses in leadership and communication as well as political communication. Her primary research focuses on political campaign communication and the influence of gender in political campaigns, with specific attention directed toward political advertising, campaign web sites, and mixed-gender debates. She also researches the effects of leadership development programs on empowerment.



GET READY & RUN FOR OFFICE 2021 SERIES

Pathways To Civic Engagement: Serve & Run

Get Ready and Run for Office Series
Climate + Energy Project

Dr. Mary Christine Banwart
KU Institute for Leadership Studies



APPOINTMENTS PROJECT® & READY TO RUN®
KANSAS WOMEN'S LEADERSHIP SERIES



**Serve on a board
or commission**



Volunteer

**Run
for
office**



PATHWAYS TO CIVIC ENGAGEMENT

- Find your Path
- Serve on a Board or Commission
 - State and national data
 - Navigating the Pathway
- Run for Political Office
 - Making your decision
 - Navigating the Pathway:
 - Developing your strategy
 - Staying on message

FIND YOUR PATH: MULTIPLE WAYS TO SERVE

- Volunteer for Campaigns
 - Invaluable experience
 - Network development
- Serve on a Board/Commission
 - Expand your perspective
 - Understand the system
 - Build your confidence
- Run for Political Office
 - Influence policy
 - Raise awareness, make a difference in your community

SERVE ON A BOARD OR COMMISSION

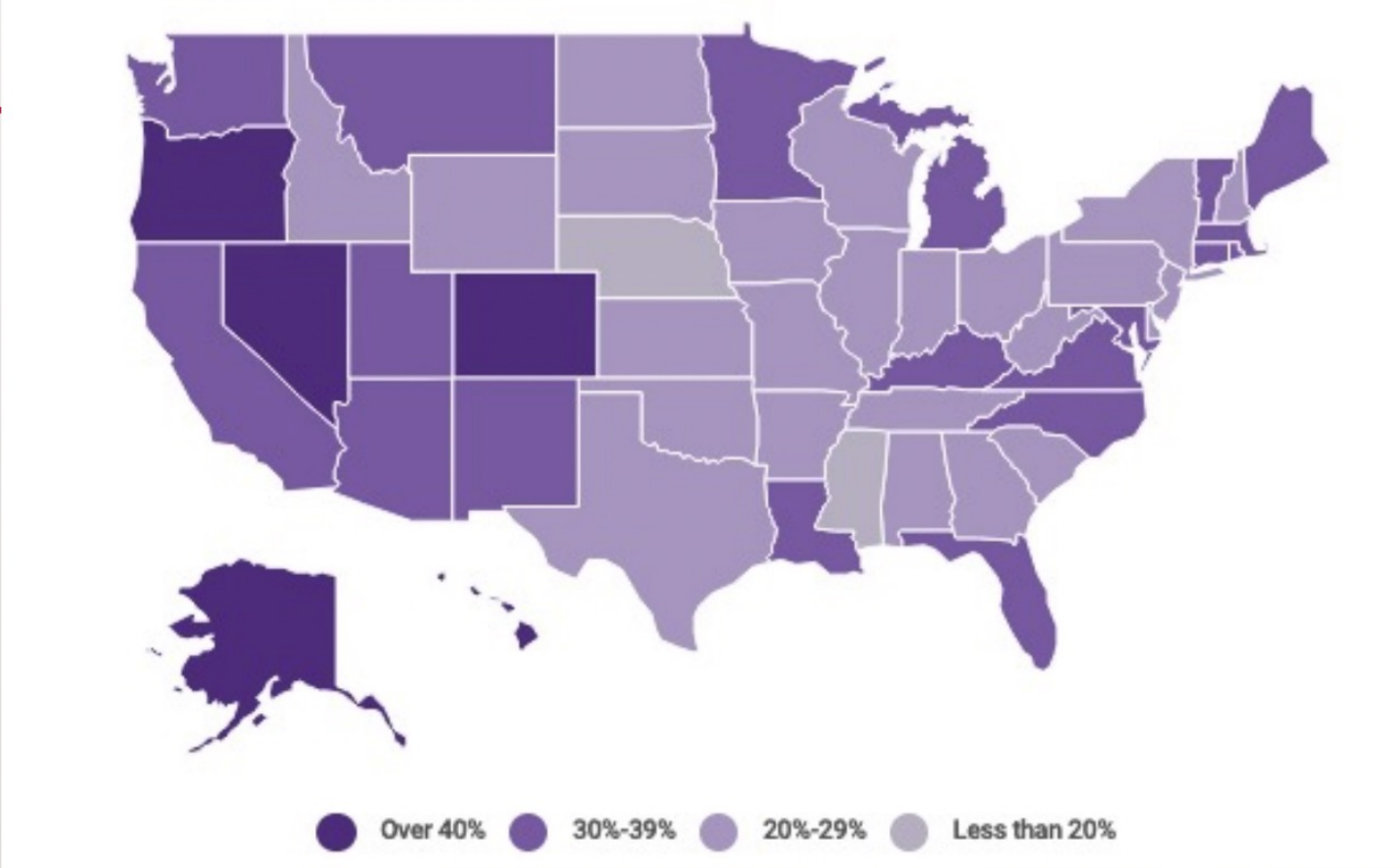
- Where to start?
 - Look on your local county or city website
 - Call your local city office
 - State boards and commissions:
 - governor.kansas.gov/serving-kansans/office-of-appointments/
 - United WE – The Appointments Project
 - united-we.org/appointments-project



WOMEN IN MUNICIPAL OFFICE

Center for American Women and Politics: “Women in Municipal Office”

Members and officers of the municipal legislative branch of incorporated cities and towns with populations over 10,000

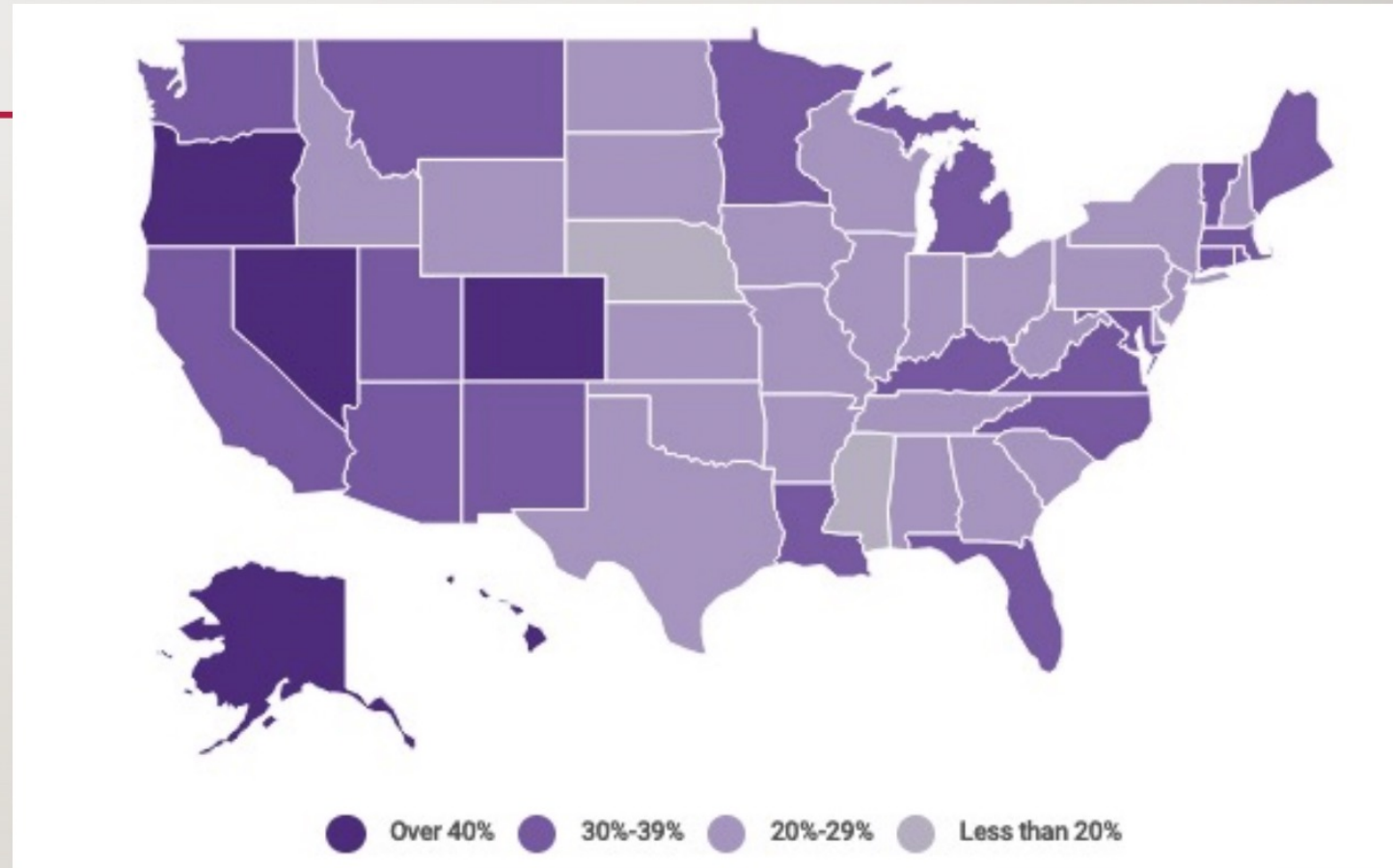


Available at: cawp.rutgers.edu/women-municipal-office

WOMEN IN MUNICIPAL OFFICE

Center for American Women and Politics: “Women in Municipal Office”

Kansas #31:
28.6% women



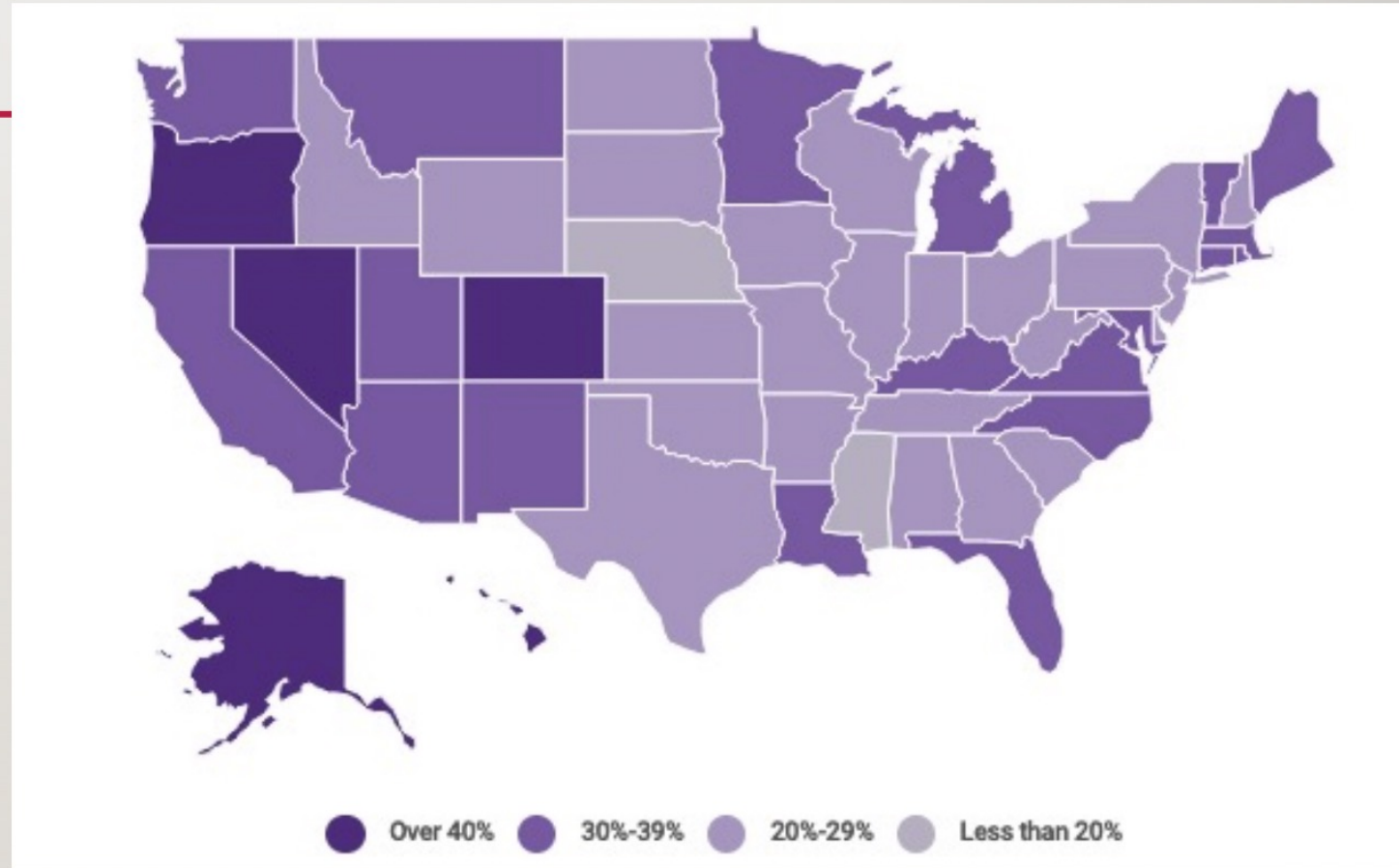
Available at: cawp.rutgers.edu/women-municipal-office

WOMEN IN MUNICIPAL OFFICE

Center for American Women and Politics: “Women in Municipal Office”

Kansas #31

Colorado #3:	44.4% women
Missouri #27:	29.8% women
Oklahoma #44:	23.6% women
Nebraska #50:	17.7% women



Available at: cawp.rutgers.edu/women-municipal-office

SERVE ON A BOARD OR COMMISSION

- Eleven states with Gender Board Balance legislation
 - Requires gender balance: Iowa, Illinois
 - *“Good faith effort,” “to the extent possible,” “strongly consider”, etc.*
 - Connecticut, Utah, Montana, New Hampshire, North Dakota, Rhode Island, Oregon, Florida, North Carolina

SERVE ON A BOARD OR COMMISSION

- Navigating the Pathway:
 - Research vacancies at the local and state levels
 - Call your local courthouse or city hall for more information
 - Update your resume
 - Submit an application (often requires a resume)
- For women interested in serving:
 - In addition to the above, submit your application to United WE (united-we.org/appointments-project)

SERVE ON A BOARD OR COMMISSION

- Preparing to serve:
 - Listen, read minutes of city/county commission meetings
 - Read your local paper
 - Brush up on Roberts Rules of Order
 - Attend a training
 - Talk with current and former members

RUN FOR POLITICAL OFFICE

- Making Your Decision
 - Timing
 - Political landscape
 - Numbers
 - Issues that are relevant to the community
 - For challengers, strength of incumbent
 - Your Why

RUN FOR POLITICAL OFFICE

- Developing Your Strategy
 - Bringing your team together
 - The candidate
 - Campaign manager
 - Campaign treasurer
 - Communication director
 - Kitchen cabinet

RUN FOR POLITICAL OFFICE

- Developing Your Strategy
 - Strategies vs. Tactics
 - Campaign strategy:
 - decisions you make to highlight and emphasize your strengths and minimize your weaknesses
 - Tactics:
 - The specific maneuvers that define the assumptions of the campaign

RUN FOR POLITICAL OFFICE

- Developing Your Strategy
 - SWOT Analysis
 - Strengths
 - Weaknesses
 - Opportunities
 - Threats

RUN FOR POLITICAL OFFICE

- Developing Your Strategy
 - Who-Will-Say-What

What will I say about me/my candidacy?	What will I say about my opponent(s)?
What will my opponent say about me?	What will my opponent say about themselves/their campaign?

RUN FOR POLITICAL OFFICE

- Developing Your Strategy
 - Key:
 - The campaign is about YOU and the voters
 - You have to feel comfortable with the message

RUN FOR POLITICAL OFFICE

- **Staying on Message**
 - Once you have defined your strategy, stay on message
 - A good rule of thumb:
 - 3-5 main pillars to your platform
 - Reinforce, repeat
 - Political speeches, web site, social media, yard signs, palm cards, direct mail, etc.
 - Goal: Name id and Message salience

Note: Use professionals – for yard signs, palm card designs, direct mail designs, and web site design

For social media, do not give control to someone else (unless they are a professional, mature, and on-message)

PATHWAYS TO CIVIC ENGAGEMENT

- Reminders:
 - Democracy relies upon – and is fueled by – people willing to serve
 - Pathways:
 - Volunteer
 - Appointments to civic boards/commissions
 - Run for office

PATHWAYS TO CIVIC ENGAGEMENT

Questions?



JUNE 01

DEADLINE TO FILE

Partner Events



**JUNE 09, 12:00 PM – 1:00 PM
KIFA ADVOCACY LUNCH & LEARN:
MEET YOUR LEGISLATORS**

**JUNE 16, 12:00 PM – 1:00 PM
KIFA ADVOCACY LUNCH & LEARN:
MEDIA ENGAGEMENT**

Sponsored By:

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THANK YOU!!



KANSAS HEALTH
FOUNDATION