

# Run for It – Designing a Winning Campaign

ZOOM Webinar  
February 24, 2021  
Noon to 1:30 pm

You've filed your Nomination Papers with the clerk and determined the campaign finance reporting requirements. Now the fun part, connecting with voters in your district! What is involved with running a campaign for local elected office? The Run For It – Design a Winning Campaign! will help you with the details and approaches you can use for your campaign. Our panel comprises a woman who has run for Village Trustee, City Alder, and a County Supervisor elective office. Each panelist will speak about their campaign answering such questions as:

- What are your PERSONAL and POLITICAL strengths and weaknesses?
- Are you connected with your community? What issues have sparked debate or reaction lately?
- Who is your electorate, and what is the political tradition in your community?
- How do you address your opponent?
- How much time, money, and energy will you need?

**Ntxhais Chai Moua**, District 9 Portage County Board of Supervisors. Ms. Moua is the Community Power Coalition Director for Freedom, Inc., a Black and Southeast Asian non-profit organization that works with low to no income communities of color. She leads the only state coalition in Wisconsin that builds civic power and engagement in Asian Pacific Islander communities.

**Kirstie Heidenreich** recently served as a Village Trustee on the Village of Strum, WI Village Board, where she ran a grassroots campaign in a contested election. She is a Planner and Conservationist who passionately believes in the local government's power and creating positive change.

**Emily Berge** is an Alder on the Eau Claire City Council. She has focused her service on being a bridge between her constituents and city hall. She also works towards making Eau Claire a city that is welcoming to all. The quote that inspired Emily to run for office initially in 2018 was: "If you don't have a seat at the table, you are probably on the menu." She still believes this wholeheartedly and believes that our government at all levels should represent the diversity of the population it serves.

This webinar is free and open to all. To register, please use the zoom link:

<https://uwmadison.zoom.us/meeting/register/tJwpfuCspzvjHNyOQOC6hQeGPObGcJtXWXKB>



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