



**Bayfield County UW-Extension**  
117 E. 5th Street  
Courthouse, PO Box 218  
Washburn, WI 54891

Phone: 715-373-6104  
Fax: 715-373-6304  
Dial 711 for Wisconsin Relay  
<http://bayfield.uwex.edu/>

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Dear Members,

Greetings from Ashland and Bayfield counties UW Extension!

We are grateful for your support and sponsorship of the upcoming workshop  
*"Elected Office 101: A Workshop for Candidates Considering Local Office."*

We have enjoyed working with members of the LWV Civic Engagement Committee to put together a stellar event aimed at increasing interest and engagement in local office.

*Now comes the fun part! We need your help promoting this event.*

**Specifically, we're asking you to ASK A NEW CANDIDATE TO RUN!**

Please take a moment to consider the people you know.

Can you think of someone in your circle who might be a great leader with just a little bit of support and encouragement?

Is there a person that you see around town or at community events that seems community minded and level headed?

Do you know someone with life experiences who has developed good communication skills and a willingness to listen?

**These are exactly the people that need to be ASKED to RUN for office.**

Consider this: "Surveys conducted recently by the UW Extension's Local Government Center showed that the most influential encouragement to run came from friends and other elected officials. For example, the most cited reason that current county board members around Wisconsin ran for office was because someone *asked them* to do so... 76 percent of county board members were *asked* to run for office."

<https://www.wpr.org/women-weigh-concerns-when-deciding-run-political-office>

Did you know: In April 2019, Bayfield and Ashland County voters will elect more than 150 local representatives to office. Currently 20% of the region's locally elected decision-makers are women, while 80% are men. While voter choice is the backbone of democracy, most candidates will run unopposed.

A UWEX research project entitled "Why Women Don't Run" discovered that women candidates have concerns that differ from male candidates when considering service as an elected official.

[https://lgc.uwex.edu/files/2016/01/Generic\\_Why-Women-Do-Not-Run.pdf](https://lgc.uwex.edu/files/2016/01/Generic_Why-Women-Do-Not-Run.pdf)

While the Elected Office 101 Workshop is non-partisan and open to all, much of the content aims to address the most common concerns of potential female candidates. The workshop will include small group discussion, opportunities for mentoring and individualized planning, and include discussion on:

- Myths about qualifications
- How to deal with negative feedback
- Best practices in a challenging races
- Small town politics: the art of disagreeing with neighbors
- Demystifying leadership
- The responsibilities of a local elected official

**Please help us in promoting this event by ASKING A CANDIDATE TO RUN.**

***Try saying this:***

*"I think you have a good head on your shoulders.*

*I believe you would make a great addition to our local government.*

*Would you consider running for office?*

*Id' like to invite you to come with me to a great event the League is sponsoring that will help you explore the idea in a supportive environment and help you get your questions answered. "*

If you're particularly inspired by a potential candidate, take it a step further. Offer to drive them to the event or mentor them. Offer to babysit their kids or provide a meal on meeting nights so they can attend. Offer to host a fundraising dinner if they decide to run. *Don't forget to suggest they join the League of Women Voters!*

Thank you for all your support, and your willingness to tap into your social network to help increase interest and engagement in local elected positions!

Regards,



Kellie Pederson  
Bayfield County UWEX Community Development Educator



Lissa Radke  
Ashland County UWEX Community Development Educator