

Tips for Writing a Successful Campaign Speech

- 1.** Make notes about the points you want to make
- 2.** Avoid promises that are impossible to keep
- 3.** Make commitments that are achievable. Devise a plan that you can and will complete if elected.
Point out promises for which you have solutions.
- 4.** Design and incorporate a campaign slogan that is short, catchy, and memorable .
- 5.** Communicate or demonstrate that you know the duties of the office you are seeking
- 6.** Make sure the information you include in your speech is accurate.
- 7.** Be sincere, honest, and interesting.
- 8.** Avoid rambling. Listeners enjoy clear speeches with a purpose.
- 9.** Include your name and the purpose of your speech., but don't use them in your opening sentence.
- 10.** Get the attention of your audience by posing a starting question. Use an appropriate quotation or story.
- 11.** Include in the body of your speech your qualifications, why you seek this position, and your plans and goals if you are elected.
- 12.** Don't put down or be negative about other candidates. Stand on your own merits. Market yourself.
- 13.** Make every word count. Use powerful words. Avoid repetition. Be concise.
- 14.** Be yourself, be original, and be creative.
- 15.** Be enthusiastic, positive, and conversational.
- 16.** End your presentation with a memorable statement.
- 17.** Write out your speech and give it to someone to critique. Rewrite your speech.
- 18.** When the final draft is written, highlight key ideas on index cards. Include stage directions. If you have a tendency to speak too fast, write a reminder to "slow down" Write or type in large print.
- 19.** Practice your speech. Practice some more. Practice again in front of a mirror.
- 20.** Take your speech seriously. If you don't, why should anyone else?