1. Hello, I am Stephaine Buffaloe and I am running for FEC for the SEC. I was nominated by a few friends who felt that I could help represent the Southeast Region well.
2. Need a Personal (funny) Story
   1. Relatable
   2. Genuine
3. One of the issues that I know many of us have faced in the past year is the marketing fund. In August I will graduate with a Doctorate in Business Administration with a concentrate on marketing. I feel that my education could benefit as a member of the FEC.

Another issue is that communication is a responsibility for council members. I will do my best to understand the decisions that corporate implements and bring your views to help in that guiding process, as well as finding ways to effectively communicate those back to the South East region.

1. I am asking for your help to elect me as the South East region representative for the Franchise Exchange Council.

**Stump Speech Outline**

**1. Introduce yourself**  
a. Tell your audience who you are and a little bit about your background.  
b. Tell why you decided to run for office: a specific problem and why you are qualified to solve it. (Example: “I see my neighbors struggling to pay for their children’s’ college education because property taxes have increased XX% in the last 5 years to pay for increased spending. My years balancing budgets for my business taught me how to creatively cut costs so that I could still pay my employees. I can put that experience to work in our county.”)

**II. Tell a personal story**  
a. Be relatable.  
b. Be genuine.

**III. Outline the Issues**  
a. What 2-3 issues are most impacting your target audience?  
b. What are your solutions?  
c. Be clear, practical and use terms everyone will recognize.

**~~IV. Establish Contrast~~** ~~a. Illustrate how your opponent is part of the problem.  
b. Look at past votes, comments or writings. Point to a pattern of behavior.  
c. No personal attacks! Stick to pointing out the problems with their proposed agenda and views, and the corresponding benefits of yours.~~

**V. Reinforce and Make an Ask**  
a. Repeat a quick summary of why people should not only vote for you, but help you get elected.  
b. Ask for donations and emphasize the need for volunteers.