

Create your Opening Statement!

Your opening statement is your “first impression” moment to the committee and then to the full House or Senate. You need to be well prepared and well rehearsed so you give your measure a better chance of receiving the support needed for passage. To have a stellar Opening Statement, you need to include the following pieces...in some way:

- a. Attention grabber
 - b. Key points of the measure
 - c. The BIG WHY
 - d. Facts & figures
 - e. Power punch ending
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- A. Attention Grabber – this is a short story...personal is always best if possible... that touches hearts and opens minds to your idea...show the problem.
 - B. Key Point – tell the main objectives of the measure so anyone can grasp the idea you are trying to put forth. Don’t read the measure!!! Summarize the key points only. Focus on brevity and clarity.
 - C. The Big Why – This is where you give the reason your measure is the perfect solution to the problem you showed in the attention grabber. This might be a bit more philosophical. How does this make Oregon a better place to live?
 - D. Facts & Figures- who it helps, how many, what will it cost, where does the money come from, who supports the idea, etc. Good clear details are critical, but don’t get too technical or go into too much detail. Give enough to show you know the real scoop, but don’t try to “dump a semi truck into a cereal box”. Keep it simple but clear. You will have a chance to give more detailed info during question and answers.
 - E. Power Punch ending- like a champion boxer, you need a power shot to win. Your goal is to make people want to support your measure...you want them to feel bad if they even think about opposing your bill (though we know some will☺). A quick story or a personal experience that shows how your measure is a win for Oregon is the goal here.

Good luck and have fun creating your Opening Statement!