

Take it to the Next Level: Running for Office

My kids want our council to do what?

- * So your crazy ambitious freshman has just proposed that you run for a state position at GASC in February...
- * Your first thoughts-
 - * I just became your stucco advisor
 - * I still am not quite sure what we even do as a student council
 - * Ain't nobody got time for that!
 - * That sounds intriguing. I've never considered our school running for a position. What would this mean for me as an advisor and our council?

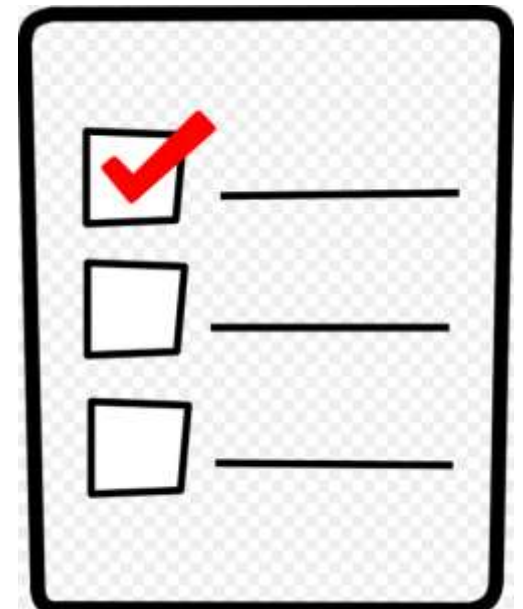


Wow! I have some amazing kids we should really...

- * Do you have a group of ambitious students that as freshman or sophomores already have major leadership positions in your council?
- * Does your council, or at least a core group, excel at planning events and following through?

Know the Steps

- * Deciding to run
- * Writing a Letter of Intent
- * Selecting a Campaign Theme
- * Building your team
- * Campaign Materials
- * Skit and Speeches
- * Campaigning
- * Win (or lose)



Deciding to run

- * Which office?

<http://www.gasconline.net/election-info>

- * Is there student interest?
 - * Vote as a council.
- * Is there support at all grade levels?
- * Do they have what it takes?
 - * dedication, time, honesty, follow through



Writing a letter of intent

- * Contents
 - * Why you are running for office
 - * Brief description of your school's qualifications
 - * Brief description of your future plans for the office
 - * Appropriate signatures

- * Know your deadlines!



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MR. WAYNE SMITH
MR. PAUL WATERS

Community School Directors
MR. OLENN GEORGE
MR. GOLDFORD LAYSON

January 4, 2013

Mrs. Laura Droms
Georgia Association of Student Councils
4170 Summit Gate Drive
Suwanee, GA 30024

Dear GASC Executive Board:

We are writing to express our interest in serving as the GASC Journal School during the 2013-2014 school year. Through serving on the executive board as president school in 2011-2012 we have become familiar with the board and are eager to continue working with this organization.

As we have an active council website and council media team, our hope is that as Journal School we can make the GASC website more accessible and user-friendly. In addition we hope to embed videos and surveys to help increase traffic and interest on the website. Our student leaders have the technological skills needed to make these changes a possibility.

As Journal School we would continue to publish a monthly journal that includes GASC events and council ideas. However, we would like to explore additional distribution options, such as mailings, Facebook groups, and a Twitter account to make the journal more accessible to students and not just advisors.

We look forward to completing our other responsibilities as well. We are prepared to create evaluations for both Leadership Summit and Convention and publish a convention report. We also hope to create an Instagram account that would allow us to share GASC pictures with all members throughout the year.

The student leaders we have chosen to represent our school have the talents and skills that are specific to this position. In addition to making our website and newsletters the best yet, we are eager to take GASC into the social media world. We thank you for considering us for this position and whether we are elected or not, we look forward to working with GASC in the upcoming school year.

Sincerely,

Kristin Murphy
Student Council Executive Sponsor

Keith Chaney
Head Principal

"Expect Excellence in Everything"

Selecting a campaign theme

- * Strong campaigns have a strong theme
- * Make it relatable to your student audience
- * Brand yourself
 - * All skits, speeches, and campaign materials should tie into the theme
- * TIPS
 - * Focus on season, popular song, tv shows, pop culture



**MOUNTAIN VIEW HS
FOR
2014 SASC PRESIDENT**



WELCOME
TO
ATLANTA.



CONNECT.
LEAD.
INSPIRE.



It's time you lived a little...



Vote: **MOUNTAIN VIEW HIGH SCHOOL**

SASC @ ATL



@MV_forPres



@MV_forPres



@Mountain View



Connect. Lead. Inspire. – MHVS 2014

Building your team

- * Benefit: Makes or breaks the campaign
- * Your team needs to have the same goal in mind
- * Make sure your campaign team bonds
- * Give all members the opportunity to contribute
- * You're in it together win or lose



Before our win at
SASC

Campaign Materials

- * Be creative!
- * Use social media
- * Take risks (within reason 😊)



Campaign Materials

- * Money does not equal wins
 - * MVHS lost to a school that used virtually no campaign posters or giveaways.
- * Make sure all materials adhere to conference campaign rules
- * Make posters and materials memorable and tied to the theme.
 - * Quality over quantity

- * Campaign table
- * Yard signs
- * Personal campaigning



Skit and Speeches

- * Skits and speeches can swing votes easily
- * Need to be well rehearsed and polished
- * Keep speech and skit related to overall theme



Skit

- * Make material both entertaining and informative
- * Have your skit be relatable to the audience
- * Use live speaking
 - * Live speakers look much more confident than prerecorded speakers.
- * Pay attention to time!



Speeches

- * The writer does not have to be the speaker
- * Practice, practice, practice!
- * Memorize the speech but... have a crutch!
 - * It's ok to have your speech with you!
- * Use questions as a rhetorical device



Campaigning

- * You have done all the preparation, now its your time to shine
- * Be friendly to every candidate you come in contact with.
- * Do not just bombard them with a slogan
 - * be natural
- * All eyes are on you!
- * Enjoy the experience



Win...

- * Benefit: Obvious!
- * If you win be gracious and be sensitive to your opponents
- * Take time to celebrate before you start working
- * Publically recognize the efforts of your campaign team with your council and/ or school



... Or lose

- * Benefit: Experience
- * Don't become deterred, become determined
- * Don't reject your loss, reflect on your loss
- * Don't give up, get up
- * Don't move on, move forward
- * Celebrate your efforts



Questions?

