

Student LIFE

LEADERSHIP

INNOVATION

FUN

ENGAGEMENT

How to Campaign For Student Government

1. Ask your student-government peers to identify the issues they would like to see you solve in office.
2. Select the most feasible items from those identified by your student-government peers. Issues associated with school policies are beyond your reach, but smaller issues can usually be solved by the persistent action of student government representatives.
3. Develop a campaign theme and a personal brand including your strategies for solving the issues you selected.
4. Develop a marketing plan; i.e., hang up large signs and banners around the school (please obtain approval of the content and location of your banners by your campus associate dean of student services)
5. Become known to as many of your student-government peers as possible. The potential of winning campaigns can be optimized by raising voter awareness of who you are.
6. Develop a speech for informing your student-government peers about your strategies for solving the issues they have identified.
7. Schedule a debate with your opponent. Debates can clarify the superiority of your position on the issues identified by your student-government peers.