



ABOUT CAMPAIGNING

How to get elected to the SA and still have fun!

Whether you are an old pro or new to campaigning, we have a few tips to help you during this Student Association elections period. It's vital that all candidates know why it's important to campaign, how to campaign, as well as be provided with a couple of examples to draw ideas from. The most important thing to remember is that we really want the whole student body to be a part of this process, it's their voices and input that matters most to the Student Association.

Important Dates (Spring 2018):

Nomination Period: February 5 – February 23 @ 12 noon (**Note:** some nomination periods may be extended to March 1st @ noon - check with your SA for more information)

Campaign Period: February 26 – March 9 @ 8am

Online Voting Period: March 6 @ 8am – March 9 @ 8am

WHY CAMPAIGN?

I am the only one running so why do I need to campaign?

Whether it's one or one hundred, you still need to get more "yes" than "no" votes to be elected. And if you aren't excited to get your name out there and meet people, you really should ask yourself why you are running for election. Some priorities for getting involved with the SA should be to meet the students that you will (hopefully!) be serving, to raise awareness about SA events and services in general, to gain input from students on how to improve their experience at NSCC if elected, and to develop skills that will benefit you both personally and professionally. There is no better way to start accomplishing these goals than by campaigning! Realistically, it shouldn't be for the title or the honorarium because it probably won't be worth it.

I am too shy or nervous to campaign, I find it intimidating.

Attending college is about learning new things, being open to different experiences, and seizing opportunities to better yourself. Campaigning is a great way to do this by pushing yourself beyond your usual comfort zone. Many student leaders in the past have commented on the amount of confidence they've gained through taking on these executive positions. That could be you! It may help to acknowledge that you will be speaking to fellow students, many of whom will appreciate you for stepping up to make student life at NSCC the best that it can be.

I am not creative and my time is limited, I don't know how to campaign.

There are many ways to encourage voting and introduce yourself to students without a lot of time or effort. This is your own personal campaign so be sure to make it work for your schedule. It can be as simple as saying "Hi there, I'm _____ running for (position) and I'd really appreciate your vote on Tuesday for the Student Association elections. Would you be willing to vote for me?" to a few people each day. If you don't have the time to campaign, chances are you might not have the time to be taking on an executive role. Keep reading through this document, specifically the "How do I campaign" section, and you will be provided with the resources you need to lead a successful campaign!

No matter what your reservations on are, toss them aside and show students who you are, why you are running, and more importantly, why they should care. Create a little excitement on campus by engaging students in the process. We want them to ask questions, to vote, and to take an active role in student life because the more involved they are, the more successful the SA's term in office becomes.

HOW DO I CAMPAIGN?

You have many methods at your disposal, however, be sure to review all campaign materials with the SA President (or designate) prior to posting them (see Election Policy for further information). For any promotional material, we suggest including your name, program, and position sought, why you are running, and what students can expect to see if you are elected. If you're feeling adventurous, come up with a catchy campaign slogan, or in the words of Obama, "Yes you can!"!

Suggested campaign mediums include, but are not limited to, the following:

Posters, digital signage, Facebook page, Youtube video(s), handouts, buttons, question booth/verbal presentation, attend any SA organized elections events/activities, speak to your class or students in the hallway, juggling in the atrium, riding your unicycle in the cafeteria, and more.

Keep in mind that campaign costs are the responsibility of the candidate and cannot exceed \$50.00.

January 2018



ABOUT CAMPAIGNING

How to get elected to the SA and still have fun!

Examples from the past:

To help spur your imagination, we have some great ideas that candidates have used as part of their campaigns in the past. Feel free to utilize these to your advantage!

“Vote for Me” treats:

The real secret to a student’s heart is treats of any and all kinds. You can make small candy bags and insert a little note that says “vote (your name) for (position) at (student portal)” to help spread the word. One student used granola bars as a healthy alternative! This is a quick, affordable way to create some elections buzz on campus.

Question for a Chocolate:

Many of the SA’s will organize introduction and question periods for you to be able to address the student body at lunch or another common time. If nothing has been planned at your campus, feel free to take the initiative and set up your own table - just make sure to have your plans approved by the SA President (or designate). Encourage students to ask questions about your plans for the upcoming academic year, the SA in general, why you are running, why you’d make a good executive, etc. in exchange for a chocolate. Sometimes students can be very busy and not want to stop at a booth so having question prompts and chocolate can overcome that challenge!

Duct tape the candidate:

This is a hilarious way to raise awareness about elections for all the candidates but you can definitely do it by yourself if no one else is on board! Stand on a chair, provide students with a couple rolls of duct tape, a time limit, then bet them they can’t make you stick to the wall for a full minute. When asked what in the heck you are doing, tell them about campaign period and your need for voters! Students will definitely remember your name when the time comes to vote.

“Likes” Drive Dare

A great way to raise awareness about who you are and why you’re running is through social media. You can have all your information in one spot and communicate regularly with your followers throughout the campaign period. One student made an elections page then posted that he would walk around campus in a ballerina tutu and leotards if his page reached 100 “likes” by voting period. This helped attract people to his webpage and gave him a wider audience to appeal to. With that being said, it’s important that your elections message and reputation as a student leader isn’t tarnished or lost in the process!

A closing note:

It is most important above all else to be honest in your campaigning - don’t promise things you can’t deliver on. Classes ending at 12 noon every day or a free trip for every student to Hawaii are wonderful ideas but completely unrealistic. Be honest about what you hope to accomplish while in office, let students know why it should be important to them, and be open to their ideas, suggestions, comments, and criticism (as long as it’s constructive).

If you ever have any questions along the way, be sure to ask the SA President (or designate) or any [Student Life Staff](#).