

Taking it to the Next Level:  
Encouraging Schools to  
Run for Office

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What is YOUR struggle?

- \* Does your organization have the same core group that holds offices every year?
- \* Does your organization struggle for participants in elections?

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Election Procedures

- \* Be sure your organization's election procedures are clearly stated & fair—keep the playing field level!
  - \* Publicize the procedures
  - \* Don't be vague—be specific!
  - \* Consider a cap on campaign materials
  - \* Consider a cap on campaign participants
  - \* Watch for loopholes

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## Recruiting

- \* How do you recruit the right schools?
  - \* Offer workshops on running for office
  - \* Encourage schools that are energetic (and maybe new)
  - \* Approach advisors of schools that participate actively in awards programs, student-led workshops, summer camps, etc.

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## Time to SELL it!

- \* Advisors are often the greatest obstacles to students taking it to the next level.
  - Be sure that the focus is on the benefits of holding an office!
  - \* Leadership opportunities for students outside of their own school
  - \* Opportunities for students to share their voices on a larger stage (make a bigger impact)
  - \* Opportunities for collaboration with other schools

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## Benefits to a Workshop

- \* Consistent information shared with all
- \* Opportunities to ask questions
- \* Personal experiences (highs & lows) can be shared
- \* Encouragement from experienced officer schools
  - \* This could be extended to creating a mentor-type relationship

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# Running for Office

Deciding  
to run

Writing a letter  
of intent

Selecting a  
Campaigning Theme

Building your  
Team

Campaign  
Materials

Skit and  
Speeches

Campaigning

Win

Lose

Contact  
Information

- [Laura\\_Droms@gwinnett.k12.ga.us](mailto:Laura_Droms@gwinnett.k12.ga.us)
- [Kristin\\_Murphy@gwinnett.k12.ga.us](mailto:Kristin_Murphy@gwinnett.k12.ga.us)