

## 101 Tips for Running for Office

### Overall

1. Assess your goals and ask yourself, are you ready to sacrifice your time and other activities to do what it takes to be a National Officer?
2. Have clear goals of what you want accomplished if elected, and how you are going to accomplish them.
3. If you saw someone use a theme last year, someone else probably will use it this year. Don't let it be you!
4. Use your strengths. Are you a motivator, a go-getter, or a team player?
5. Have a catchy campaign slogan!
6. Contact a current national officer for their stories and experiences. They have been in your shoes.
7. When the unexpected happens, move forward, don't dwell on the past.
8. Be confident, not cocky.
9. Prepare, prepare, prepare!!!
10. When asked about other opponents or current officers, keep it positive and professional.
11. Keep your state and local advisors informed.
12. Remember to eat, but eat light meals.
13. Pack snacks so that you don't get hungry in the rush of the day.
14. Never be late.
15. Set alarms to remind you when you need to be somewhere.
16. Be smart about your decisions; don't knock yourself out of the race by breaking a rule.
17. Always have mints on hand, you don't want everyone to know what you had for lunch.
18. Keep a positive attitude throughout even when things may be bumpy.
19. Get to know the other officers running. They might be your teammates!
20. Don't take anything too personally.
21. Be active in BPA; special recognition awards, torch awards, etc...
22. Give 110%, no matter what happens you will learn from this experience.
23. Remember that while you are in Chicago, Illinois, you represent not only yourself, your school, your state, and BPA if elected as an officer.
24. This experience will be one you will never forget, so make the most of it and most of all, enjoy yourself!

### Speech

25. Tie in everything to your speech.
26. In your speech, tell the members what you plan to do for them if elected.

27. Use inclusive language, such as “we” and “us”
28. Include your first and last name in the beginning and end of your speech.
29. Time your speech. Be short, sweet, and to the point.
30. Practice your speech in front of a mirror.
31. Practice your speech in front of an audience.
32. Have your speech memorized.
33. Don't use the podium.
34. Move around the stage when giving your speech.
35. Don't provoke the audience to respond to your speech by asking questions.
36. Make the audience be engaged in your speech.
37. Drink plenty of water before you deliver your speech.
38. Make eye contact when speaking to others.
39. Prepare your speech well in advance, edit, and revise it
40. Have someone else review and edit it as well.
41. Be creative. You want your speech to stand out.
42. Do not have a monotone voice while saying your speech.

#### Campaign Rally

43. Include EVERYTHING on your expenditure report. This includes tape, glue, etc...
44. Be thrifty with your campaign items.
45. Make sure you have enough items to hand out.
46. Don't go over budget.
47. Remember to greet voting delegates and interviewers with a firm, confident handshake.
48. Make the most of your campaign table and space, try to imagine what helped you cast a vote in past elections and what other members would want to help them decide who to elect.
49. Keep the table eye catching, clean cut, and clutter free.
50. Be yourself when campaigning, the delegates want to know the real you, and being genuine will get you far.
51. Let people know your qualifications, but don't brag.
52. Remember the campaign rally isn't the only factor in determining who is elected.
53. Express your passion for organization and its members!
54. Use eye-catching colors and ideas for your campaign items.

#### Caucus

55. Write out potential questions for the caucuses, and practice how you will answer them.
56. Be prepared to think on your feet

57. Sometimes you will be asked to act a little silly. Don't be afraid to let loose, but keep it professional.
58. You can refrain from answering a question but it may not be in the best interest of your campaign to do so.
59. Know your facts about the states you visit during caucuses. It shows you care about each of them.

#### Interview

60. During the interview, don't stress out. Relax, breathe, pause when you need to think, and answer honestly.
61. Practice answering questions for the interview
62. Be ready to answer questions about BPA.
63. Pick three things that you want the interviewees to know about you and don't leave until they know those things.

#### Campaign Manager

64. Choose a trustworthy campaign manager, someone who knows you well and will help you keep a professional image
65. Make sure your campaign manager is well informed on how the campaigning process works.
66. They should read this list in its entirety.
67. Walk the caucus route with your campaign manager beforehand at least 3 to 5 times. Every second counts during that time.
68. Don't match your campaign manager with your clothing choices, compliment them.
69. Spend time planning your campaign in advance. Be original!
70. Plan to have your campaign materials sent at least 2-3 weeks in advance. The hotel will hold them for you, and it gives you plenty of time to make sure your items has arrived safely.
71. Don't ask anyone you don't know to campaign for you. You want those promoting you to know you, and positively speak about you.

#### Test

72. Know your BPA facts and history.
73. Have someone quiz you on your BPA facts.
74. Take practice BPA knowledge tests; remember your score gets shown to voting delegates.
75. Do NOT cheat. It's not worth it.

## Your Image

76. Dress to impress while keeping a professional image.
77. Ladies be sure to bring plenty of panty hose and comfortable but cute shoes you can run in from place to place.
78. Gentlemen, remember to keep your tie neatly tied, and your shirts tucked for a professional image.
79. Less is more when it comes to jewelry.
80. Light spritzes of perfume or cologne will keep you smelling and feeling fresh. But remember, not too much.
81. Bring plenty of hairspray.
82. Get plenty of rest at night; you will need it for the early mornings and long days ahead of you as you are running for office.
83. Don't chew gum during campaign events; it is unprofessional. Especially during your speech.
84. Iron or press your dress clothes for all events.
85. Wear the clothes that make you feel the most confident.
86. Be on your "A" game at all times, you never know who will be watching or who you might meet!
87. Make sure those campaigning for you keep a professional image as well, they are representing you.
88. Do not do anything dramatic to your image a day or two before coming to the National Leadership Conference; it may not turn out like you planned.
89. Remember, first impressions are the most important.
90. Humility is your friend.
91. SMILE. It's contagious. (:

## Paperwork

92. Make sure you check all the dates to be sure you can be there before you apply.
93. Make sure all pages are filled out on the application
94. Ask any questions that you may have. It's better to be informed
95. Send in your application BEFORE the deadline, it shows your dedication
96. Do NOT procrastinate
97. Know the NLC schedule.
98. Have everything organized before you get to NLC, it will eliminate some of your stress.
99. Make a schedule to keep track of everything you need to attend.
100. Check, double check, and triple check
101. Bring extra copies of everything