

ELECTION TIPS

(For a full description, please read Chapter 6 in “So...You Want A Great Job When You Graduate!?”)

Strategy

- Budget your time wisely so that you can reach the maximum number of students in the shortest amount of time possible
- Are you an underdog or the experienced one? How will you leverage that?

Posters

- Do yours stand out?
- Are they simple and easy to read?
- Are they in high traffic areas of the student's you are targeting?

Speeches

- Which classes offer large numbers of your target students to speak to at once?
- Rehearse, rehearse, rehearse to get your key message across in 1 minute or less. That's all the time a professor will give you.

Image

- If you are the underdog, what is your angle to demonstrate competency over the experienced competitor?
- If the experienced candidate, don't come across as 'arrogant'. You must come across as 'experienced' and 'confident.'
- How you deliver your speech highly affects your image.

Networking

- Friends can be a big help. In key classes, or at the lunch table, they can 'chat you up' and even sway opinions.
- Avoid having your friends 'bash' the competitor. Rather, they should point out your strengths over the other person.

Clothing

- First, look at the type of school you are going to and what people are wearing. Dress appropriately. Business casual is always a safe bet!

Press Relations

- Be careful what you say to whom. Assume that everything you say and do (or have said and done in the past) could be a headline in tomorrow's paper

Sportsmanship

- Be a good sport.
- Always sincerely congratulate your opponent or opponents on an exciting contest.