

PURE *Tipsheet*: Getting Elected

Campaigning for an elected office is a new experience for most people who decide to run for their Local School Council. There are two important things to remember:

- **don't be afraid to ask for help** - all candidates need volunteers, materials, and votes in order to be successful;
- **concentrate your efforts** on those most likely to vote - parents and other people living within a few blocks of the school.

Here are some specific tips; pick the ones that suit you and your campaign, and then think up your own!

- Form a small committee of family and friends to plan and carry out your campaign.
- Ask for volunteers from among other family members, neighborhoods, friends, parents, and people at work.
- Ask your employer for use of a copying machine, telephones, or other office facilities.
- Ask community organizations, churches, and local businesses for support.
- Learn about the issues including recent school reform events and the needs and policies of your specific school.
- Prepare a flyer to tell voters about yourself and your ideas.
- Canvass door-to-door in the area within a few blocks of the school.
- Meet and talk with parents as they pick up their children at school.
- Use the Candidates Forum at your school to meet voters (you need not be a public speaker to participate in or successfully use this meeting).
- Plan to stand outside your school on election day to ask people to vote for you. Peak voting times are from 6 to 8 am and from 5 to 7 pm.
- Remind your supporters to vote on election day (telephone calls, reminder flyers, palm cards, etc.)
- Help your supporters get to the polling place if need be.
- Thank your volunteers after the election.