



100 Tips for Running for National Office



**BUSINESS
PROFESSIONALS**
of AMERICA

**Giving Purpose
to Potential**

100 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? (you will have to sacrifice and prioritize)
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! Create your own unique and catchy campaign slogan!
4. Use your strengths. Are you a motivator, a go-getter, or a team player?
5. Contact a current national officer for their stories and experiences. They have been in your shoes.
6. When the unexpected happens, move forward and don't dwell on the past.
7. Be confident, not cocky.
8. Prepare, prepare, prepare!!!
9. When asked about other opponents or current officers, keep it positive and professional.
10. Keep your state and local advisors informed.
11. Remember to eat, but eat light meals and pack snacks so that you don't get hungry in the rush of the day.
12. Never be late; set alarms to remind yourself when you need to be somewhere.
13. Be smart about your decisions; know the Officer Handbook and grievance policy thoroughly.
14. Always have mints on hand, you don't want everyone to know what you had for lunch.
15. Keep a positive attitude throughout even when things may be bumpy.
16. Get to know the other officers running. They might be your teammates!
17. Don't take anything too personally.
18. Be active in BPA; special recognition awards, torch awards, etc.
19. Give 110%; no matter what happens you will learn from this experience.
20. Remember that while you are at NLC, you represent not only yourself, but your school, your state, and BPA if elected as an officer.
21. This experience will be one you will never forget, so make the most of it and enjoy yourself!

Speech

22. Tie everything in to your speech.
23. In your speech, tell the members what you plan to do for them if elected.
24. Use inclusive language, such as "we" and "us".
25. Include your full name in your speech at least twice- firstly to introduce yourself, and secondly to encourage the delegates to vote for you at the end.
26. Prepare your speech well in advance, edit, and revise it.
27. Have someone else review and edit it as well.
28. Be creative. You want your speech to stand out.

- 29. Time your speech. Be short, sweet, and to the point. You don't want to go over!
- 30. Practice your speech in front of a mirror and in front of an audience.
- 31. Have your speech memorized.
- 32. Don't use the podium; move around the stage when giving your speech.
- 33. Don't provoke the audience to respond to your speech by asking questions. This is against the rules and will result in disqualification.
- 34. Show emotion and facial expression- this will mentally engage your audience.
- 35. Drink plenty of water before you deliver your speech.
- 36. Make eye contact when speaking to others.
- 37. Make sure you speak clearly and have solid pronunciation.

Campaign Rally

- 38. Include EVERYTHING on your expenditure report. This includes tape, glue, etc.
- 39. Make sure you have enough items to hand out.
- 40. Don't go over budget.
- 41. Remember to greet voting delegates and interviewers with a firm, confident handshake.
- 42. 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 whom to elect.
- 43. Keep the table eye catching, clean cut, and clutter free.
- 44. Be yourself when campaigning; the delegates want to know the real you and being genuine will get you far.
- 45. Let people know your qualifications-but do not brag.
- 46. Remember the campaign rally isn't the only factor in determining who is elected.
- 47. Express your passion for the organization and its members!
- 48. Use eye-catching colors and ideas for your campaign items.

Caucus

- 49. Write out potential questions for the caucuses and practice how you will answer them.
- 50. Be prepared to think on your feet.
- 51. Sometimes you will be asked to act a little silly. Don't be afraid to let loose, but keep it professional.
- 52. You can refrain from answering a question but it may not be in the best interest of your campaign to do so.
- 53. Know your facts about the states you visit during caucuses. It shows you care about each of them.

Interview

- 54. During the interview, don't stress out. Relax, breathe, pause when you need to think, and answer honestly.
- 55. Practice answering questions for the interview.

- 56. Be prepared to display your BPA knowledge.
- 57. Pick three things that you want the interviewers to know about you and don't leave until they know those things.

Campaign Manager

- 58. Choose a trustworthy campaign manager, someone who knows you well and will help you keep a professional image.
- 59. Make sure your campaign manager is well informed on how the campaigning process works along with the rules.
- 60. Have him/her read this list in its entirety.
- 61. Walk the caucus route with your campaign manager beforehand. Every second counts during that time. If you get lost, you will not be able to make up states you missed.
- 62. Don't match your campaign manager with your clothing choices; compliment them.
- 63. If you plan to send your campaign materials in advance, have them 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 have arrived safely. (you will probably have to pay the hotel to do this, so call and check first.)

Test

- 64. Know your BPA facts and history by studying the information listed on the BPA Fact Sheet for the Merit Scholar Test. Have someone quiz you.
- 65. Take practice BPA knowledge tests; remember your score gets shown to voting delegates.
- 66. Do NOT cheat. It's not worth it.

Your Image

- 67. Dress to impress while keeping a professional image.
- 68. Ladies be sure to bring plenty of panty hose and comfortable but cute shoes you can run in from place to place.
- 69. Gentlemen, remember to keep your tie neatly tied and your shirts tucked for a professional image.
- 70. Less is best when it comes to jewelry.
- 71. Light spritzes of perfume or cologne will keep you smelling and feeling fresh. But remember, not too much.
- 72. 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.
- 73. Don't chew gum during campaign events; it is unprofessional.
- 74. Iron or press your dress clothes for all events.
- 75. Be on your "A" game at all times; you never know who will be watching or who you might meet!

- 76. Make sure those campaigning for you keep a professional image as well, they are representing you.
- 77. 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.
- 78. Remember, first impressions are the most important.
- 79. Humility is your friend.
- 80. SMILE. It's contagious.

Paperwork

- 81. Make sure you check all the dates to be sure you can be there before you apply.
- 82. Make sure all pages are filled out on the application and online submissions are complete.
- 83. Ask any questions that you may have. It's better to be informed.
- 84. Send in your application BEFORE the deadline, it shows your dedication.
- 85. Do NOT procrastinate.
- 86. Know the NLC schedule.
- 87. Have everything organized before you get to NLC, it will eliminate some of your stress.
- 88. Make a schedule to keep track of everything you need to attend.
- 89. Check, double check, and triple check.
- 90. Bring extra copies of everything.

Business Cards

- 91. Buy business cards for everyone you can, but remember it is part of your \$200 maximum budget.
- 92. Hand them out and talk to everyone you can. You never know who will vote and help make the decisions on the vote.
- 93. Make sure your name and slogan are the most noticeable items on the card.
- 94. Direct them to your social media or 100-word statement online and video.
- 95. You have from the minute the opening session ends until voting ends; use every second wisely.
- 96. Make them colorful and fun, not dull and boring; however, remember you are a professional!

60 Second Video

- 97. Speak clearly, and film yourself in a space without a lot of background noise.
- 98. Try to film yourself in a room with decent lighting- and dress professionally!
- 99. Try to make your video more individual from other campaign materials. Use the time to share why you're running for national office and who you are. Make it personal.

Finally

- 100. Have fun and enjoy this once in a lifetime moment!