**Guide to Writing Your TASC Campaign Platform**

**Platform** - A **party platform** is a list of the principles which a political party supports in order to appeal to the general public for the purpose of having said party's candidates voted into office. This often takes the form of a list of support for, or opposition to, controversial topics. Individual topics are often called planks of the platform. A platform is a formal written document that states a political party's stances on important issues and its goals for the future.

**TASC Campaign Platforms** are statements of stances by the candidate school regarding actions the school would like to see taken by TASC. TASC platforms should be bipartisan in political nature as much as possible, and not cater towards a real world political party or their agenda. As a nonprofit organization, the platform should be within the scope of the organization's purposes instead of a political party. Approval of the theme is given with the provision that any subsequent changes be approved by the Executive Director. As noted in the Campaign Rules and Regulations, 'due to the budget and structure of TASC, campaign proposals may or may not be adopted by the TASC Board of Directors.’

**How does one write a platform?**

The basic process would be to:

A. Identify the audience you want to connect with

B. Determine what kind of message would resonate with them

C. Figure out which of your principles would suit that message

D. Articulate them with sufficient specificity to attract an audience, but not so precisely as to foreclose debate or generate a negative reaction

Your platform and your theme should work together to send a message and request an action. The best platforms state very clearly how TASC would implement them. Those are the ones most likely to be adopted for board approval.

**Example Platforms**

* Adopt ***Journey to the Cure, a program designed to*** aid child victims of cancer by raising money towards their treatment, finding a cure, and improving awareness of the disease. TASC should select this as an Endorsed Program.
* Reformulate the ***TASC Community Service Report Form*** so that schools are encouraged to focus community service efforts at the local, national and global level.
* Adopt projects designed to address ***Personal Responsibility: Rejecting Negative Influences.*** Add this to the DASH project form.
* Adopt a ***HOPE*** campaign to address issues around Teen Depression and Suicide. Include projects relating to this to the DASH Project Form.
* **Endorse/adopt the program *Soldiers Angels*, a program that serves soldiers through promoting appreciation and awareness of the sacrifices of our soldiers while giving them our thanks through weekly letters and monthly care packages.** Add this to the Pride and Patriotism project form.