**Planning Your Campaign for the TASC Annual Conference**

Planning a campaign for a TASC office requires a great deal of preparation.

Considerations include the following:

* Do you have a student representative who will be an asset to the TASC Board of Directors, who will be a strong spokesperson on stage, who can promote TASC to those both in and outside the association, and who can manage the multiple assignments given to a student officer?
* Are you, as an advisor, prepared to take on the responsibilities of serving on the TASC Board of Directors including participating in all applicable state events (workshops, conferences, etc. for both advisors and students)? Can you manage your workload at school while adding the additional jobs you will take on as a Board member? The TASC Board of Directors is a working board. Please be sure that all upcoming events are on your calendar before you decide to run.
* Is your entire council on board with the campaign?
* Does your principal understand the commitment you are making?
* Does your council understand the commitment you are making?
* Have you planned for the financial commitment of running and serving?

The Campaign

* What is your platform? What is your council passionate about? Please remember that a platform is not presenting awareness. A platform is a call to specific action that can be performed by TASC. It is also a presentation which says that your school is the best one to lead this action. What is that TASC should actually do if your school were elected? Have you explained how this would be done? Your skit should address an issue or a challenge and present a solution.
* Your skit on stage is not a video contest. Those in the audience want to see what your council can plan and produce, most of it live on stage. They do not want to see what one or two people can do with technology. Pre-recorded audio is good.
* Your booth is a visual representation of your platform and shows your council’s ingenuity and creative ability.
* Have you planned your campaign strategy during the registration/campaign period of time?
* Have you planned how to take food breaks and for your students and advisors to eat in allowed areas of the convention center?
* Face to face campaigning may be the most overlooked part of campaigning. Are your students engaging, one on one, as many attendees as they possibly can. Do all of your council members understand your platform and can they explain it? Are they conveying why others should vote for you?
* Have you read and reread the campaign rules? All members of your school team need to know and have the rules so that they understand what is expected of the school and them as they are campaigning. All attendees from your school also need to follow all of the rules while campaigning. If you have a question, contact the TASC Vice-President School and TASC Director and ask. Be very sure that your theme, your songs, your costumes are approved before you buy or make anything.
* Have you rehearsed again and again in front of various groups? Have you timed getting on and off the stage? Will your props fit in the allotted space?
* Have you taken care of transportation to be sure you are at the conference in plenty of time to set up? Do you have a crew to set up and take down your campaign booth? Do you have the tools necessary to do this?
* Are you keeping good financial records? Are they ready to submit along with receipts when you arrive at the conference?
* Have you made a note of all required meetings at the conference? Have you incorporated those into your council’s schedule and transportation?
* Have you talked with your students about what they will do if they win or if they lose? Are they prepared to be gracious winners? Are they prepared to support any other school if they do not win? Have you processed what they have learned throughout the process of the campaign..win or lose?
* Have you planned a way to enjoy and relish this experience?