

# PREPARING A PRIME PLATFORM

If you want to run for an elected position, you have to write a platform! This is a statement of your principles and plans, and what you want to do if you are elected. It is something you can really stand on throughout your campaign. Just like a real platform, you want to ensure yours is sturdy, well thought out, and accessible. Here are some tips to help you get started:

## BACK TO BASICS

Your platform should tell voters two things: what you intend to do if you are elected, and why people should elect you. This can include personal goals, how you will collaborate with others, and experiences from the past that show your achievements will help you be a better representative.

## PLAN AHEAD!

Give yourself time to write, edit, revise, and finalize your platform. It can be helpful to start off by listing out everything you can think of and then group similar goals together.

Prioritize what is realistic and achievable within one year.

If you are unsure if a goal is realistic, be sure to contact the person who is currently in the position you are running for to ask for advice on what is achievable and within the position's reach.

## CONSULT WITH THE MASSES

Talk with other students about what they want to see happen when you're building your platform. You can privately speak to other students one-on-one before you become a candidate, but you must avoid anything public (including social media) or large scale before the official Campaign Period, as this is considered pre-campaigning and is breaking the rules.

You can also consult past SU or U of C projects to see what has been done in the past by elected officials. This can be helpful in getting an idea of what students have responded positively to in the past, and can help frame your ideas moving forward.

## USE IT, AND STICK WITH IT

Your platform will be posted on the SU website. Consider sharing it in other ways, such as on your own personal social media and when speaking personally to students.

Remember, a platform is what you stand on and stand for in this election! Take time to make sure you believe in what you are campaigning for and ensure it's achievable and improves the experience of students.

## INTERESTED? RUN WITH US!

Nomination Packages are available in the SU Office and online starting January 23, 2023.

Nomination Days are February 6 - 8 from 10 a.m. to 3 p.m. in the SU Council Chambers.

For more information visit [www.su.ucalgary.ca/elections](http://www.su.ucalgary.ca/elections) or contact [elections@su.ucalgary.ca](mailto:elections@su.ucalgary.ca)