**CANDIDATE RESPONSIBILITIES, QUALIFICATIONS, AND TOOLS FOR PLATFORM DEVELOPMENT**

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# IMPORTANT STEPS

### Review Campaign Rules and information below.

1. Indicate that you plan to run for office when completing your 2017-2018 YG Program Registration. If you decide to run for office after completing this form, email the State Office to inform YG of your intent to run.
2. Complete Candidate Application before October 18, 2017 at [**https://www.tfaforms.com/447556**](https://www.tfaforms.com/447556)**.** Candidate Application is now due before District.

### Submit a digital headshot/photo of yourself in business attire. Make sure that it is a good quality picture with good lighting that illuminates your face. Take the picture outside if you do not have access to good lighting inside. The background of the picture needs to be white or off-white. A plain wall with nothing on it will work best! This picture will be used as needed for District and State. Upload your picture with the online Candidate Application you submit.

### Make sure that you create a great campaign speech and visual aid to be displayed at Conferences. In addition, make sure that you read all Campaign Rules to avoid disqualification.

**A Special Note On Social Media:**

You may campaign for District Conference elections using your preexisting personal social media accounts. After determination of your candidacy at District Conference, you can begin campaigning for State Conference. You can declare your State Conference candidacy, post pictures, upload your platform, and post videos on social media sites. You can also work with your District Directors to promote your candidacy on official District YG pages. ANY posting must abide by our core values of RESPECT, RESPONSIBILITY, CARING, and HONESTY. No negative messages towards another candidate or the YMCA are permitted. Additionally, no candidate or associate of a candidate may spend any money to promote a campaign on social media (e.g. paying for a campaign Snapchat filter, boosting a campaign post on Facebook). Furthermore, delegates are not to reference the YMCA, a branded entity, in titles of their campaign pages. They also should not independently create social media accounts associated with their potential or actual YG positions (e.g. a Texas Youth Governor Twitter account). Please speak with State Office staff if you have any questions or concerns. **Any violation of these rules will lead to disqualification from the election process. The State Director and other YG personnel reserve the right to disqualify candidates for other reasons pertaining to social media at their discretion.** Inappropriate photos, foul language, and trash talking over social media are never permissible. All delegates should hold themselves to high standards on social media and remember that their personal Facebook pages and Twitter/Instagram/Snapchat accounts, any Facebook groups or fan pages representing them, and/or all other social media sites must reflect the values of the Y and YG listed above and are accessible to YG staff. Please see Campaign Rules, #5 for more information.

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# RESPONSIBILITIES

Please be aware that as an Officer for the YMCA Texas Youth and Government program, you will have additional duties and responsibilities associated with that Office. See chart. All YG and JYG officers will be required to attend a mandatory training at the State Office in Austin in April. You also may get an opportunity to represent Texas at additional events/conferences. All YG Officers must apply and/or qualify for some. No Officer is guaranteed a spot. The Youth Governor, Lt. Governor, Secretary of State, Attorney General, and Chief Justice are on the Board of Management – meetings held during the Spring and Fall. Please remember that you represent the YMCA Texas Youth and Government program in all aspects of your life, including on social media. With this condition in mind, please hold yourself to high standards on your personal social media platforms, and please refrain from creating social media accounts associated with your YG position without first consulting the State Office.

# CANDIDATE QUALIFICATIONS

**HIGH SCHOOL**

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| **Office** | **Qualifications** | **Duties** | **Must be a\_\_to run for or hold office** |
| **Attorney General** | * Be at least 16 years of age by June 15th of year of election.• Have participated in a previous State Youth and Government Conference.
* Have a minimum of one year of experience in Judicial section of Youth and Government Program.• Have a general knowledge of judicial process and court procedure.• Be a junior in high school.• Be able to speak extemporaneously in public.• Have displayed leadership ability.• Be conversant with present-day issues and problems.• Have personality, appearance, dress, poise, and a good voice.• Be willing to make self always available for the duties of the office.• Attend Candidate Qualification Meeting. •Serve during 12 months after election and take part in next year's Judicial program.• Have good judgment and decision making abilities.• Be able to remain unbiased and uninfluenced by past loyalties or other students’ opinions when interpreting judicial proceedings.• Be able to guide and encourage others through constructive feedback.• Must have been selected as one of the top Attorney Generals at the District Conferences.

  | • Chair the opening session of the Judicial Trial Court Program.• Maintain an office to receive attorneys, witnesses, bailiffs, and judges to discuss judicial proceedings.• Help provide training and ongoing guidance/evaluation for Attorney General candidates.• Coordinate and monitor scoring and evaluation of all Trial Court proceedings.• Coordinate all courtroom logistics.• Give guidance to Attorney General candidates through observation or personal conversations designed to maintain consistency of Trial Court evaluations.• Chair periodic meetings of Attorney General candidates to review and monitor judicial proceedings.• Provide overall coordination for scoring and evaluation of all Trial Court participants. The Attorney General will ensure that all evaluations are properly conducted and accurately recorded.• Immediately document concerns or challenges on the part of Judicial participants.• Optionally, attend Oklahoma State Conference.• Uphold overall responsibility to help with the planning and implementation of the Trial Court section.• Attend April training at State Office. | Junior |
| **Broadcast Executive Producer** | • Be at least 16 years of age by June 15th of the year of election. • Have attended the State Conference at least once prior to year of nomination and served in the Broadcast Media program. • Attend Candidate Qualification Meeting. • Be a junior in high school.• Be able to speak extemporaneously in public. • Be acquainted with present-day problems and issues.• Serve during the 12 months following election and attend the following year's State Conference. | * Oversee newscast production. Supervise writing. Give final script approval. Organize the order of the newscast.
* Direct total operation through editors, appointment of department heads, etc…
* Set the atmosphere under which all others will work and draw out the best performances from all participants.
* Hold staff meetings with editors and provide avenues for staff group decision on policies.
* Attempt to keep all media participants involved throughout the Conference, and allow those who are interested to sample a variety of tasks.
* Work closely with Media Section Leader.
* Responsible for the care of equipment.
* Ensure that content being produced reflects the program in a positive and professional manner.
* Attend April training at State Office.
 | Junior |
| **Office** | **Qualifications** | **Duties** | **Must be a\_to run for or hold office** |
| **Chief Justice** | • Be at least 16 years of age by June 15th of year of election.• Have participated in a State Youth and Government Conference prior to the year of nomination. Have a minimum of one year of experience in Judicial section of the Youth and Government Program.• Have a general knowledge of Judicial process and court procedure.• Be a junior in high school.• Be able to speak extemporaneously in public. • Have displayed leadership ability.• Be conversant with present-day issues and problems. • Have personality, appearance, dress, poise, and a good voice. • Be willing to make self always available for the duties of the office. • Attend Candidate Qualification Meeting. • Serve during 12 months following election and attend the following year's State Conference Judicial Program. | • Preside over the Court of Criminal Appeals.• Thank attorney teams on behalf of the other judges after each presentation.• Notify Counsel when time to speak is up.• Serve as chairperson during discussion of case after arguments.• Lead critique (if any) with the whole group after all cases are over.• Convene, recess, reconvene, and adjourn the Court.• Optionally, attend Oklahoma State Conference.• The Youth Chief Justice will be presiding officer at all sessions of the Youth Court of Criminal Appeals, both in Chambers and in open Court. In this respect, he or she will be clothed with all the powers of a chairperson of a parliamentary body except that he or she will have but one vote equal to that of each of the Associate Judges when the Court makes a decision or issues an opinion regarding any case before such Court.• He or she will be the chief administrative officer of the Court. He or she will announce all official rulings and decisions of the Court and will officially represent the Court at all functions. • Attend April training at State Office. | Junior |
| **Print Media Editor-in- Chief** | • Be at least 16 years of age by June 15th of the year of election. • Have attended the State Conference at least once prior to year of nomination and served in the Media program. • Attend Candidate Qualification Meeting. • Be a junior in high school.• Be able to speak extemporaneously in public. • Be acquainted with present-day problems and issues.• Serve during the 12 months following election and attend the following year's State Conference. | • Direct total operation through editors, appointment of department heads, and decisions about what gets into the paper.• Set the atmosphere under which all others will work and draw out the best performances from all participants.• Hold staff meetings with editors and provide avenues for staff group decision on policies of operation.• Attempt to keep all media participants involved throughout the Conference, and allow those who are interested to sample a variety of tasks.•Ensure that content being produced reflects the program in a positive and professional manner.• Attend April training at State Office. | Junior |

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| **Office** | **Qualifications** | **Duties** | **Must be a\_to run for or hold office** |
| **Governor** | • Be at least 16 years of age by June 15th of the year of election.• Have attended the State Conference at least once prior to year of nomination. • Attend Candidate Qualification Meeting.• Be a junior in high school.• Be able to speak extemporaneously in public.• Good working knowledge of Parliamentary Procedures.• Be acquainted with present-day problems and issues.• Serve during the 12 months following election and attend the following year's State Conference.• Possess leadership experience.  | • Speak at the Opening Session of the YMCA Youth Legislature and recommend a legislative program.• Appoint any committee that he or she believes will improve the performance of the Legislature while in session or any committee requested by the Legislature.• Handle all youth relations with the public press.• Study each bill passed by the YMCA Legislature and sign it into law or veto it. Give public veto message when relevant.• Participate in the State Conference Closing Session.• The Youth Governor is usually called upon for other services by the YMCA and the State Government during the year as Governor of the YMCA Youth Legislature. These may include attending YMCA meetings, acting as fraternal delegate to other Youth and Government programs, and attending conferences or committees. Perform these tasks as able.• Serve as a member of the Texas Youth and Government State Board. Must attend two meetings a year.• Must attend the Youth Governors Conference in Washington, D.C. in June.• Must attend the Conference on National Affairs in July. • Attend April training at State Office.• Optionally, attend Oklahoma State Conference. | Junior |
| **President Pro Tem of the Senate** | • Be at least 16 years of age by June 15th of the election year.• Have participated in the State Conference Youth Legislature at least once prior to the year of nomination. • Be a graduating senior in high school.• Have strong knowledge of Parliamentary Procedures and experience presiding. • Have displayed leadership ability. • Be conversant with present-day problems and issues.• Attend Candidate Qualification Meeting.• Be able to speak extemporaneously in public. | • Preside at most sessions of the Senate. Must know the procedure and try to conduct the business of the Senate with decorum and dispatch, according to Senate Rules.• Receive aid and advice from the Lieutenant Governor and relinquish the gavel to him or her upon request.• May be called upon to represent the YMCA and speak about the YMCA Legislature to other groups. Perform these tasks as able.• Attend April training at State Office. | Senior |

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| **Office** | **Qualifications** | **Duties** | **Must be a\_to run for or hold office** |
| **Speaker of the Hyde House** | * Have strong knowledge in Parliamentary Procedures and experience presiding.
* Have displayed leadership ability.
* Be conversant with present-day problems and issues.
* Attend Candidate Qualification Meeting.
* Be able to speak extemporaneously in public.
 | * Preside at all sessions of the Hyde House. Must be skilled in Parliamentary Procedures. Must know the "Rules of House Procedure."
* May be called upon to represent the YMCA and speak about the YMCA Legislature to other groups. Perform these tasks as able.

•The Speaker of the Hyde House is elected Thursday night and serves under the supervision of the Hyde House adult advisor.• Attend April training at State Office. | Freshman or Sophomore |
| **President Pro Tem of the Hyde Senate** | * Have strong knowledge in Parliamentary Procedures and experience presiding.
* Have displayed leadership ability.
* Be conversant with present-day problems and issues.
* Attend Candidate Qualification Meeting.
* Be able to speak extemporaneously in public.
* Have participated in JYG if running as a freshman.
 | • Preside at all sessions of the Hyde Senate. Must be skilled in Parliamentary Procedures. Must know the "Rules of Senate Procedure."• May be called upon to represent the YMCA and speak about the YMCA Legislature to other groups. Perform these tasks as able.•The President Pro Tem of the Hyde Senate is elected Thursday night and serves under the supervision of the Hyde Senate adult advisor.• Attend April training at State Office.  | Freshman (if JYG student) or Sophomore |
| **Speaker of the House** | * Be at least 16 years of age by June 15th of the election year.
* Have participated in the State Conference Youth Legislature at least once prior to the year of nomination.
* Have strong knowledge in Parliamentary Procedures and experience presiding.
* Have displayed leadership ability.
* Be conversant with present-day problems and issues.
* Attend Candidate Qualification Meeting.
* Be able to speak extemporaneously in public.
 | * Preside at all sessions of the House of Representatives. Must be skilled in Parliamentary Procedures. Must know the "Rules of House Procedure."
* May be called upon to represent the YMCA and speak about the YMCA Legislature to other groups. Perform these tasks as able.
* Attend April training at State Office.
 | Junior or Senior |

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| **Office** | **Qualifications** | **Duties** | **Must be a\_to run for or hold office** |
| **Social Media Editor-in-Chief** | * Be at least 16 years of age by June 15th of the year of election.
* Have attended the State Conference at least once prior to year of nomination and served in the Media program.
* Attend Candidate Qualification Meeting.
* Be a junior in high school.
* Be able to speak extemporaneously in public.
* Be acquainted with present-day problems and issues.
* Serve during the 12 months following election and attend the following year's State Conference.
 | * Direct the total operation through other editors, appointment of department heads, and decisions about what gets posted on social media sites. Manage the passwords provided, and do not abuse the privilege.
* Set the atmosphere under which all others will work and try to draw the best performances out of all participants.
* Hold staff meetings with editors and provide avenues for staff group decision on policies of operation.
* Attempt to keep all media participants involved throughout the Conference, and allow those who are interested to sample a variety of tasks.
* Ensure that the content that is being posted reflects the program in a positive and professional manner.
* Attend April training at State Office.
 | Junior |
| **State Affairs Forum Chair** | • Candidate must present a proposal at the District and State Conference. • Be at least 16 years of age by June 15th of year of election.• Must have participated in State Affairs Forum as a sophomore at the State Conference.• Have experience presiding as a committee chair at the District and State Conferences.• Be a junior in high school.• Be able to speak extemporaneously in public. • Have displayed leadership ability.• Be conversant with present-day issues and problems. • Attend Candidate Qualification Meeting. • Serve during 12 months following election, and attend the following year's State Conference. | • Preside at all joint sessions of State Affairs Forum.• Must know the procedure for State Affairs Forum.• Assist Section Leaders in the successful running of the section.• May be called upon to represent the YMCA and speak about the YMCA State Affairs Forum section to other groups. • Run sessions in an organized manner.• Attend April training at State Office. | Junior |

**MIDDLE SCHOOL**

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| **Office** | **Qualifications** | **Duties** | **Must be in\_to run for or hold office** |
| **JuniorYG Governor** | • Have attended the State Conference at least once prior to year of nomination. • Attend Candidate Qualification Meeting.• Be a 7th grader in middle school.• Be able to speak extemporaneously in public.• Good working knowledge of Parliamentary Procedures.• Be acquainted with present-day problems and issues.• Serve during the 12 months following election and attend the following year's State Conference.• Possess leadership experience. | • Speak at the Opening Session of the YMCA Youth Legislature and recommend a legislative program.• Appoint any committee that he or she believes will improve the performance of the Legislature while in session or any committee requested by the Legislature.• Handles all youth relations with the public press.• Study each bill passed by the YMCA Legislature and sign it into law or veto it. Give public veto message when relevant. • Participate in the State Conference Closing Session.• The JuniorYG Governor is usually called upon for other services by the YMCA and the State Government during the year. These may include attending YMCA meetings, serving as fraternal delegate to other Youth and Government programs, and attending conferences or committees. Perform these tasks as able.• Attend April training at State Office. | 7th grade |
| **President Pro Tem of the Senate JuniorYG** | • Have participated in JuniorYG the year prior to the year of nomination.•Have strong knowledge in Parliamentary Procedures and experience presiding. • Have displayed leadership ability. • Be conversant with present-day problems and issues.• Be able to speak extemporaneously in public. | * Preside at all joint sessions of JuniorYG. Must be skilled in Parliamentary Procedures. Must know the "Rules of Senate Procedure."
* May be called upon to represent the YMCA and speak about the YMCA Legislature to other groups. Perform these tasks as able.
* Attend April training at State Office.
 | 8th grade |
| **Speaker of the House JuniorYG** | • Have participated in JuniorYG the year prior to the year of nomination. • Have strong knowledge in Parliamentary Procedures and experience presiding. • Have displayed leadership ability. • Be conversant with present-day problems and issues.• Be able to speak extemporaneously in public. | * May be called upon to represent the YMCA and speak about the YMCA Legislature to other groups. Perform these tasks as able.
* Attend April training at State Office.
* Preside at all joint sessions of JuniorYG. Must be skilled in Parliamentary Procedures. Must know the "Rules of House Procedure."
 | 7th or 8th grade |
| **Speaker of Duran House JuniorYG** | • First-year delegate. • Have participated in JuniorYG prior to attending the State Conference. • Have strong knowledge in Parliamentary Procedures and experience presiding. • Have displayed leadership ability. • Be conversant with present-day problems and issues.• Be able to speak extemporaneously in public. | * Preside at all joint sessions of JuniorYG. Must be skilled in Parliamentary Procedures. Must know the "Rules of House Procedure."
* May be called upon to represent the YMCA and speak about the YMCA Legislature to other groups. Perform these tasks as able.
* Attend April training at State Office.
 | 7th or 8th grade |

**PLATFORM DEVELOPMENT GUIDELINES**

**Know How to Write Effective Talking Points**

*"If you build it, they will come."*

What if they come and you cannot think of anything to say?

It is not enough to plan a meeting to talk about your issues with lawmakers, policymakers, bureaucrats, or the media. You have to have something to say when you get to the meeting. Successful advocates get around this problem with a secret weapon: talking points.

Talking points are a short list of arguments in support of a particular position, a set of remarks, which are carefully planned and written down before a meeting. Effective talking points organize and focus your thoughts so you will deliver your arguments effectively and concisely.

Meeting with strangers can be scary. With good talking points in your hand or briefcase, you will feel more confident and be better prepared to handle your meeting.

Writing effective talking points is easy if you remember the following helpful guidelines:

**Define your main message.** Why are you meeting in the first place? To break the ice and get acquainted? To advocate for a specific solution? To learn more about issues and how your audience can help you solve certain problems? To discuss a specific problem in your community? Once you know *why* you are meeting, the rest of the talking points may easily fall into place.

**Keep your talking points short and sweet.** Think bulleted lists, rather than novels. Instead of writing hundreds of points, which may confuse or bore your listener, come up with exactly three main points to support your case. Then, develop those points with supporting arguments or evidence. Ideally, your talking points should take up no more than a page.

For instance, if you want to talk to school board members about why they should adopt a part-time enrollment policy for homeschoolers, your main talking points might look something like this:

*I support school board member No name’s proposal to allow part-time enrollment for homeschoolers in No name County because:*

* *Part-time enrollment would benefit the No name County homeschooling community in general.*
* *Part-time enrollment would benefit me specifically.*
* *Part-time enrollment would benefit the No name County public schools.*

Then you would list examples and arguments to back up each point. In this case, you would give specific examples of why the part-time enrollment policy would benefit each party involved.

**Put your best foot forward.** Write down all your talking points, then organize them so the strongest ones are presented first and most persuasively.

**Stick to the point**. Only use arguments that directly support your case. Get rid of any arguments or pieces of supporting evidence that are less relevant and not a good fit. Avoid bringing up other issues that are unrelated to your issue and/or to this particular situation.

**Provide specific examples that support your argument**. Give concrete examples of how your selected problem is affecting the community and/or how the community would benefit from your proposed solution. Anecdotes about community members who are personally affected by the problem are often very effective.

**Keep your remarks professional**. Talking points are not an appropriate venue for naming names or blaming blames. Stick to the facts, and try to keep your comments neutral. For instance, saying "Some parents report difficulty communicating directly with the superintendent's office" is more likely to advance your cause than telling a long story about the terrible manners of the superintendent's secretary, even if it's all true!

**Presenting is about influence.** The purpose of a presentation is to change minds. If your goal is not to change minds, perhaps you should consider a different approach and use of your time and resources.

**Ideas do not change minds. You change minds** with the force of simple argument, stories, and passion.

**Emphasize win-win solutions.** Show how your solutions will benefit your constituents. Win-win solutions are more likely to be acceptable to your audience and more likely to be implemented.

**Repeat catch phrases to make your message stick.** If you want to make sure that your message gets through to your audience, consider taking a lesson from great marketers. They settle on a catch phrase and repeat it constantly, hoping to penetrate the public’s mind. Many great speakers do the same thing.

One example of a great recent advertising campaign that used repetition is marketing by MasterCard. Many of you can probably repeat their catch phrase from memory. “There are some things money can’t buy. For everything else, there’s MasterCard.”

We can remember that message because the MasterCard ads repeat it so often. In addition, notice that the actors repeat it the same way every time. You never hear them say, “There are some things that cash won’t buy you. For the rest of the stuff, there’s MasterCard.” No. It is said the same way every time. Exact repetition helps the listener remember.

Great speakers do the same thing, focusing on a message and repeating a catch phrase. One of the most famous examples is Martin Luther King Jr.’s “I have a dream” speech. “I have a dream” is the main talking point and catch phrase, and he said it nine times during the speech.

King wanted to get a message across. Therefore, he repeated his key phrases to ensure that they made it into the audience’s mind. In addition, like MasterCard actors, he repeated the phrases exactly, not changing a single word. King understood that great speaking is first and foremost about getting a message across to audiences, who are often distracted. Repeating a catch phrase without any changes helps mitigate distraction.

During your presentations, think about using catch phrases. They can be as simple as “Teens need a reason to believe” or “Young people will get involved when we young people are valued.” Be sure that you repeat the key phrase the same way several times. That way, you will be sure that your message gets across.

**Your Mission**: Write some talking points about an issue that concerns you. Use the above guidelines to get started. Once you have written your arguments, organize them so the strongest ones are presented first. Share what you have written with a friend and advisor to get feedback about how to improve your talking points.

# CANDIDATE PLATFORM FORM

**Use this form to develop your platform (issues, talking points, and supporting points) as you consider running for office.**

**Issue #1 Catch Phrase:**

1. Talking Point:
* Support:
* Support:
* Support:
1. Talking Point:
* Support:
* Support:
* Support:
1. Talking Point:
* Support:
* Support:
* Support:

**Call to Action**:

**Issue #2 Catch Phrase:**

1. Talking Point:
	* Support:
	* Support:
	* Support:
2. Talking Point:
	* Support:
	* Support:
	* Support:
3. Talking Point:
	* Support:
	* Support:
	* Support:

**Call to Action**: