

CANDIDATE RESPONSIBILITIES, QUALIFICATIONS, AND TOOLS FOR PLATFORM DEVELOPMENT

YMCA Texas Youth and Government encourages all delegates to explore leadership opportunities. Students who want to take on additional responsibility can run for state office. In line with YG's commitment to democracy, delegates who meet the qualifications for an office and decide to run will participate in a campaign process at the District and State Conferences. All delegates at State Conference will vote to determine the next year's state officers. Read below to learn about the eligibility criteria and responsibilities for each office and tips for campaigning and platform development.

IMPORTANT STEPS

1. Review [Campaign Rules](#) and information below.
2. Indicate that you plan to run for office when completing your YG Program Registration. If you decide to run for office after completing the registration form, [email the State Office](#) to inform YG of your intent to run.
3. Complete [Candidate Application](#) by deadline (usually in mid-October).
4. Submit a digital headshot/photo of yourself in business attire. Make sure to submit a high 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 Candidate Application.
5. Make sure that you create a great campaign speech and/or visual aid for District and State Conferences. It won't hurt to read all Campaign Rules one more time to ensure you avoid disqualification.
6. Meet with your District Director to review your speech and platform.



RESPONSIBILITIES

Please be aware that officers for the YMCA Texas Youth and Government program will have duties and responsibilities associated with their office. See below. Most YG and JYG officers must attend a mandatory training at the State Office in Austin the spring/summer after they are elected. They also may have the chance to represent Texas at additional events/conferences. Officers are not guaranteed national conference spots and must still submit applications. Officers must adhere to Y values and all codes of conduct at all times, including at national conferences. At the discretion of the State Office, officers found in violation of these values/codes may be removed from office.

The Youth Governor, Lt. Governor, Secretary of State, Attorney General, and Chief Justice are on the Texas YG Board of Management as ex-officio members. The Board has two in-person meetings each year, spring and fall, with additional conference calls throughout the year.

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.

A Special Note on Social Media:

You may campaign for District Conference elections using preexisting personal social media accounts. After determination of your candidacy at District Conference, you can begin campaigning for State. You can declare your State Conference candidacy, post pictures, upload your platform, and post videos on social media. You can also work with your District Director 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 Facebook post). Furthermore, delegates are not to reference the YMCA, a branded entity, in campaign page titles. They also should not independently create social media accounts associated with their potential or actual YG positions (e.g. a 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.



Governor

Qualifications:

- 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.
- Trained at the Candidate Qualification Meeting.
- Be a junior in high school.
- Be able to speak extemporaneously in public.
- Working knowledge of parliamentary procedure. Runner-up becomes Lt. Governor and presides in Senate. Second runner-up serves as Secretary of State.
- Be acquainted with present-day problems and issues.
- Able to serve during the 12 months following election and attend the following year's State Conference.
- Possess leadership experience.

Duties:

- Speak at the Opening Session of the State Conference and recommend a platform.
- 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 with approval of State Office.
- Study each bill passed by the YMCA Legislature and sign it into law or veto it. Give public veto message.
- Participate in the State Conference Closing Session.
- The State Office usually calls on the Youth Governor for other services during his or her year in office. 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. Expect an especially busy schedule in the summer months with officer training, CONA, and the Youth Governors Conference.
- Serve as a member of the Texas Youth and Government State Board. Must attend two meetings a year (in-person or conference call).
- Must attend a mandatory meeting at State Conference immediately after election.
- Must attend the Youth Governors Conference in Washington, D.C. in June.
- Must attend the Conference on National Affairs in July.
- Attend spring/summer officer training at State Office.
- Optionally, attend Oklahoma State Conference.
- Work with State Office to select conference dance/banquet theme.
- May be asked to assist with District trainings.

President Pro Tem of the Senate

Qualifications:

- Be at least 16 years of age by June 15th of the year of election.
- 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 procedure and experience presiding as a Chair or Clerk at a past District and/or State Conference.
- Have displayed leadership ability.
- Be conversant with present-day problems and issues.
- Trained at the Candidate Qualification Meeting.
- Be able to speak extemporaneously in public.

Duties:

- After election Thursday night, preside at most sessions of the Senate. Must know the procedure and try to conduct the business of the Senate with decorum and dispatch and 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.
- Must attend a mandatory meeting at State Conference immediately after election.
- May be asked to assist with District trainings.



Speaker of the House

Qualifications:

- Be at least 16 years of age by June 15th of the year of election.
- Have participated in the State Conference Youth Legislature at least once prior to the year of nomination.
- Be a junior or senior in high school.
- Have strong knowledge of parliamentary procedure and experience presiding as a Chair or Clerk at a past District and/or State Conference.
- Have displayed leadership ability.
- Be conversant with present-day problems and issues.
- Trained at the Candidate Qualification Meeting.
- Be able to speak extemporaneously in public.

Duties:

- After election Thursday night, preside at all sessions of the House of Representatives. Must be skilled in parliamentary law. 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.
- Must attend a mandatory meeting at State Conference immediately after election.
- May be asked to assist with District trainings.

Note: The runner-up in the House Speaker election will serve as House Speaker Pro Tem.



President Pro Tem of Hyde Senate

Qualifications:

- Have strong knowledge of parliamentary procedure and experience presiding as a Chair or Clerk at a past District and/or State Conference.
- Have displayed leadership ability.
- Be conversant with present-day problems and issues.
- Trained at the Candidate Qualification Meeting.
- Be able to speak extemporaneously in public.
- Have participated in the State Conference Youth Legislature at least once prior to the year of nomination (JYG if running as a freshman).

Duties:

- May be called upon to represent the YMCA and speak about the YMCA Legislature to other groups. Perform these tasks as able.
- After election Thursday night, serve and preside under the supervision of the Hyde Senate Section Leader. Must know the procedure and try to conduct the business of the Hyde Senate with decorum and dispatch and according to Senate Rules.



Speaker of Hyde House

Qualifications:

- Have strong knowledge of parliamentary procedure and experience presiding as a Chair or Clerk at a past District and/or State Conference.
- Have displayed leadership ability.
- Be conversant with present-day problems and issues.
- Trained at the Candidate Qualification Meeting.
- Be able to speak extemporaneously in public.

Duties:

- May be called upon to represent the YMCA and speak about the YMCA Legislature to other groups. Perform these tasks as able.
- After election Thursday night, serve under the supervision of the Hyde House Section Leader. Preside at all sessions of Hyde House. Must be skilled in parliamentary law. Must know the "Rules of House Procedure."
- Must attend a mandatory meeting at State Conference immediately after election.
- May be asked to assist with District trainings.



Chief Justice

Qualifications:

- Be at least 16 years of age by June 15th of the year of election.
- Have attended the State Conference and participated in the Judicial section at least once prior to year of nomination.
- Trained at the Candidate Qualification Meeting.
- 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.
- Willing to make self always available for the duties of office.
- Able to serve during the 12 months following election and attend the following year's State Conference.

Duties:

- Preside over the Court of Appeals.
- Thank attorney teams on behalf of the other justices 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 preside at all sessions of the Youth Court of 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 Justices when the Court makes a decision or issues an opinion regarding any case before it.
- Serve as the chief administrative officer of the Court. Announce all official rulings and decisions of the Court and officially represent the Court at all functions.
- Attend spring/summer officer training at State Office.
- Must attend a mandatory meeting at State Conference immediately after election.
- May be asked to assist with District trainings.



Attorney General

Qualifications:

- Be at least 16 years of age by June 15th of the year of election.
- Have attended the State Conference and participated in the Judicial section at least once prior to year of nomination.
- Trained at the Candidate Qualification Meeting.
- 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.
- Willing to make self always available for the duties of office.
- Able to serve during the 12 months following election and attend the following year's State Conference.
- 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. Able to provide constructive feedback.
- May have been selected as one of the top Attorney Generals at District Conference.

Duties:

- Chair the opening session of the Trial Court.
- Maintain an office to receive attorneys, witnesses, bailiffs, and judges to discuss judicial proceedings. Immediately document concerns or challenges raised by judicial participants.
- Help provide training and ongoing guidance/evaluation for Attorney General candidates through observation and personal conversations. Chair periodic meetings with them to review and monitor judicial proceedings.
- Coordinate and monitor scoring and evaluation of all Trial Court proceedings. The Attorney General ensures that all evaluations are properly conducted and accurately recorded.
- Coordinate all courtroom logistics.
- Optionally, attend Oklahoma State Conference.
- Uphold overall responsibility to help with the planning and implementation of the Trial Court section.
- Attend spring/summer officer training at State Office.
- Must attend a mandatory meeting at State Conference immediately after election.
- May be asked to assist with District trainings.

State Affairs Forum Chair

Qualifications:

- Candidate must present a proposal at the District and State Conference.
- Be at least 16 years of age by June 15th of the year of election.
- Have attended the State Conference and participated in the State Affairs Forum section at least once prior to year of nomination.
- Trained at the Candidate Qualification Meeting.
- 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.
- Able to serve during the 12 months following election and attend the following year's State Conference.
- Have strong knowledge of parliamentary procedure and experience presiding as a committee chair at a past District and/or State Conference.

Duties:

- Preside at all joint sessions of State Affairs Forum, running sessions in an organized manner. Must know the procedure for presiding in 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. Perform these duties as able.
- Attend spring/summer officer training at State Office.
- Must attend a mandatory meeting at State Conference immediately after election.
- May be asked to assist with District trainings.



Broadcast Executive Producer

Qualifications:

- Be at least 16 years of age by June 15th of the year of election.
- Have attended the State Conference and participated in the Media section at least once prior to year of nomination.
- Trained at the Candidate Qualification Meeting.
- Be a junior in high school.
- Be able to speak extemporaneously in public.
- Be conversant with present-day issues and problems.
- Able to serve during the 12 months following election and attend the following year's State Conference.

Duties:

- Oversee video production. Supervise writing. Give final script approval. Organize the order of video release/the newscast if applicable.
- Work closely with Section Leader to direct total operation of section, communicating with other delegates.
- Set the atmosphere under which all others will work and draw out the best performances from all participants.
- Hold staff meetings and provide avenues for staff group decision on policies.
- Attempt to keep all media participants involved throughout the Conference. Allow those who are interested to sample a variety of tasks.
- Responsible for the care of any video equipment.
- Ensure that content produced reflects the program in a positive and professional manner.
- Assist with creation of content paid for by candidate cash.
- Attend spring/summer officer training at State Office.
- Must attend a mandatory meeting at State Conference immediately after election.
- May be asked to assist with District trainings.



Print Media Editor-in-Chief

Qualifications:

- Be at least 16 years of age by June 15th of the year of election.
- Have attended the State Conference and participated in the Media section at least once prior to year of nomination.
- Trained at the Candidate Qualification Meeting.
- Be a junior in high school.
- Be able to speak extemporaneously in public.
- Be conversant with present-day issues and problems.
- Able to serve during the 12 months following election and attend the following year's State Conference.

Duties:

- Oversee newsletter production. Supervise writing. Organize and approve layout.
- Work closely with Section Leader to direct total operation of section, communicating with other delegates.
- Set the atmosphere under which all others will work and draw out the best performances from all participants.
- Hold staff meetings and provide avenues for staff group decision on policies.
- Attempt to keep all media participants involved throughout the Conference. Allow those who are interested to sample a variety of tasks.
- Responsible for the care of any specialty media equipment.
- Ensure that content produced reflects the program in a positive and professional manner.
- Assist with creation of content paid for by candidate cash.
- Attend spring/summer officer training at State Office.
- Must attend a mandatory meeting at State Conference immediately after election.
- May be asked to assist with District trainings.

Social Media Editor-in-Chief

Qualifications:

- Be at least 16 years of age by June 15th of the year of election.
- Have attended the State Conference and participated in the Media section at least once prior to year of nomination.
- Trained at the Candidate Qualification Meeting.
- Be a junior in high school.
- Be able to speak extemporaneously in public.
- Be conversant with present-day issues and problems.
- Able to serve during the 12 months following election and attend the following year's State Conference.

Duties:

- Make final decisions about content posted on social media sites. Manage the passwords provided, and do not abuse the privilege.
- Work closely with Section Leader to direct total operation of section, communicating with other delegates.
- Set the atmosphere under which all others will work and draw out the best performances from all participants.
- Hold staff meetings and provide avenues for staff group decision on policies.
- Attempt to keep all media participants involved throughout the Conference. Allow those who are interested to sample a variety of tasks.
- Responsible for the care of any specialty media equipment.
- Ensure that content produced reflects the program in a positive and professional manner.
- Assist with creation of content paid for by candidate cash.
- Attend spring/summer officer training at State Office.
- Must attend a mandatory meeting at State Conference immediately after election.
- May be asked to assist with District trainings.



Photojournalism Editor-in-Chief

Qualifications:

- Be at least 16 years of age by June 15th of the year of election.
- Have attended the State Conference and participated in the Media section at least once prior to year of nomination.
- Trained at the Candidate Qualification Meeting.
- Be a junior in high school.
- Be able to speak extemporaneously in public.
- Be conversant with present-day issues and problems.
- Able to serve during the 12 months following election and attend the following year's State Conference.

Duties:

- Collaborate with other editors to develop shot list. Ensure other delegates capture the shots needed.
- Work closely with Section Leader to direct total operation of section, communicating with other delegates.
- Set the atmosphere under which all others will work and draw out the best performances from all participants.
- Hold staff meetings and provide avenues for staff group decision on policies.
- Attempt to keep all media participants involved throughout the Conference. Allow those who are interested to sample a variety of tasks.
- Responsible for the care of any specialty media equipment.
- Ensure that content produced reflects the program in a positive and professional manner.
- Assist with creation of content paid for by candidate cash.
- Attend spring/summer officer training at State Office.
- Save all photos to cloud location designated by Section Leaders.
- Return cameras and any other equipment at close of State Conference. Remove all pictures from personal devices.
- Must attend a mandatory meeting at State Conference immediately after election.
- May be asked to assist with District trainings.



JuniorYG Governor

Qualifications:

- Have attended the State Conference at least once prior to year of nomination.
- Trained at the Candidate Qualification Meeting.
- Be a 7th grader.
- Be able to speak extemporaneously in public.
- Working knowledge of parliamentary procedure. Runner-up becomes Lt. Governor and helps preside in Senate.
- Be acquainted with present-day problems and issues.
- Able to serve during the 12 months following election and attend the following year's State Conference.
- Possess leadership experience.

Duties:

- Speak at the Opening Session of the State Conference and recommend a platform.
- 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 with approval of State Office.
- Study each bill passed by the YMCA Legislature and sign it into law or veto it. Give public veto message.
- Work with State Office and other delegates to select conference dance/banquet theme.
- Participate in the State Conference Closing Session.
- The State Office usually calls on the JuniorYG Governor for other services during his or her year in office. 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.
- May attend spring/summer officer training at State Office.
- Must attend a mandatory meeting at State Conference immediately after election.
- May be asked to assist with District trainings.



JuniorYG President Pro Tem of the Senate

Qualifications:

- Have participated in JuniorYG the year prior to the year of nomination and be in the 8th grade.
- Have strong knowledge of parliamentary procedure and experience presiding as a Chair or Clerk at a past District and/or State Conference.
- Have displayed leadership ability.
- Be conversant with present-day problems and issues.
- Trained at the Candidate Qualification Meeting.
- Be able to speak extemporaneously in public.
- Have not previously held this position.

Duties:

- Preside at all chamber sessions of the JuniorYG Senate. Must be skilled in parliamentary law. 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.
- Receive aid and advice from the Lieutenant Governor and relinquish the gavel to him or her upon request.
- Must attend a mandatory meeting at State Conference immediately after election.
- May be asked to assist with District trainings.

JuniorYG Speaker of the House

Qualifications:

- Have participated in JuniorYG the year prior to the year of nomination and be in the 7th or 8th grade.
- Have strong knowledge of parliamentary procedure and experience presiding as a Chair or Clerk at a past District and/or State Conference.
- Have displayed leadership ability.
- Be conversant with present-day problems and issues.
- Trained at the Candidate Qualification Meeting.
- Be able to speak extemporaneously in public.
- Have not previously held this position.

Duties:

- Preside at all chamber sessions of the JuniorYG House. Must be skilled in parliamentary law. 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.
- Must attend a mandatory meeting at State Conference immediately after election.
- May be asked to assist with District trainings.



JuniorYG President Pro Tem of Duran Senate

Qualifications:

- Must be a first-year 8th grader or returning 7th grader with JYG experience.
- Have strong knowledge of parliamentary procedure.
- Have displayed leadership ability.
- Be conversant with present-day problems and issues.
- Trained at the Candidate Qualification Meeting.
- Be able to speak extemporaneously in public.
- Have not previously held this position.

Duties:

- Preside at all chamber sessions of the JuniorYG Duran Senate. Must be skilled in parliamentary law. 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.
- Must attend a mandatory meeting at State Conference immediately after election.
- May be asked to assist with District trainings.



JuniorYG Speaker of Duran House

Qualifications:

- Be a first-year 7th or 8th grade student (No JYG experience).
- Have strong knowledge of parliamentary procedure.
- Have displayed leadership ability.
- Be conversant with present-day problems and issues.
- Trained at the Candidate Qualification Meeting.
- Be able to speak extemporaneously in public.
- Have not previously held this position.

Duties:

- Preside at all chamber sessions of the JuniorYG Duran House. Must be skilled in parliamentary law. 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.
- Must attend a mandatory meeting at State Conference immediately after election.
- May be asked to assist with District trainings.



JuniorYG Speaker of Duran Council

Qualifications:

- Be a first-year delegate and a 6th grade student (No JYG experience).
- Have strong knowledge of parliamentary procedure.
- Have displayed leadership ability.
- Be conversant with present-day problems and issues.
- Trained at the Candidate Qualification Meeting.
- Be able to speak extemporaneously in public.

Duties:

- Preside at all chamber sessions of the JuniorYG Duran Council. Must be skilled in parliamentary law. Must know parliamentary procedures.
- May be called upon to represent the YMCA and speak about the YMCA Legislature to other groups. Perform these tasks as able.
- Must attend a mandatory meeting at State Conference immediately after election.
- May be asked to assist with District trainings.



Junior YG State Affairs Forum Chair

Qualifications:

- Candidate must present a proposal at the District and State Conference.
- Be a 7th grader.
- Have attended the State Conference and participated in the State Affairs Forum section at least once prior to year of nomination.
- Trained at the Candidate Qualification Meeting.
- Be able to speak extemporaneously in public.
- Have displayed leadership ability.
- Be conversant with present-day issues and problems.
- Able to serve during the 12 months following election and attend the following year's State Conference.
- Have strong knowledge of parliamentary procedure and experience presiding as a committee chair at a past District and/or State Conference.

Duties:

- Preside at all joint sessions of State Affairs Forum, running sessions in an organized manner. Must know the procedure for presiding in 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. Perform these duties as able.
- May attend spring/summer officer training at State Office.
- Must attend a mandatory meeting at State Conference immediately after election.
- May be asked to assist with District trainings.



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 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 is Dr. 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.

Dr. 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, he repeated the phrases exactly, not changing a single word. Dr. 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.

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

This form must be reviewed with your club advisor prior to submitting your Candidate Application. You do not need to submit with your application. It is primarily for use as a reference, but be prepared to make it available to the State Office if/when requested.

District Deadline to submit: _____

Candidate Name: _____

YG Club: _____ YMCA/School: _____

Issue #1 _____ **Catch Phrase:** _____

1. Talking Point: _____
 o Support: _____
 o Support: _____
 o Support: _____

2. Talking Point: _____
 o Support: _____
 o Support: _____
 o Support: _____

3. Talking Point: _____
 o Support: _____
 o Support: _____
 o Support: _____

Call to Action: _____

Issue #2 _____ **Catch Phrase:** _____

1. Talking Point: _____
 o Support: _____
 o Support: _____
 o Support: _____

2. Talking Point: _____
 o Support: _____
 o Support: _____
 o Support: _____

3. Talking Point: _____
 o Support: _____
 o Support: _____
 o Support: _____

Call to Action: _____