

SALTY Board Candidates Guide

We have prepared this guide to support you in the elections process. Below are the steps you will follow to develop your candidacy, with the support of an advisor:

- [Determine your Campaign Platform](#)
 - **Meet with an advisor at least once**
- [Create your Campaign Materials](#)
 - **Get your Election Google Slide and Speech approved by an advisor by the assigned deadline**

Follow all rules on the SALTY website: <https://www.shirhadash.org/salty-election-rules.html>

Step 1: Determine your Campaign Platform

Brainstorming Questions

- a. General Questions:
 - i. Why are you running?
 - ii. What would you consider as your greatest strength? How might this strength help you as a leader on the youth group board?
 - iii. What do you consider your greatest opportunity for growth? How might serving as a leader on the youth group board help you develop this opportunity for growth?
 - iv. What are your qualifications? What have you done that prepares you?
 - v. What are you most excited about in this role?
- b. Position Specific Question:
 - i. President: What is the greatest challenge facing our youth group and how do you plan to address it?
 - ii. Social Action VP: What is one social issue the youth group should be addressing next year and how should it be addressed?
 - iii. Religious and Cultural VP: How do you plan to highlight both the cultural and religious aspects of Judaism at events?
 - iv. Membership VP: What outreach strategies would you implement to increase attendance at events?
 - v. Communications VP: How do you plan on effectively communicating with teens and temple staff to get our message out to a wider audience?
 - vi. Treasurer: What ideas do you have for fundraising?
 - vii. At-Larges: How will you build interest and enthusiasm for SALTY in your age group?

viii. Community Ambassador: What are your ideas for SALTY partnership events with local Jewish organizations/groups?

Your campaign platform has three main elements:

- **Information about you:** be personable and relatable!
- **Information about why you'd be good in this position:** what qualities and skills (and optionally, what experience) do you have that would make you good at doing this job?
- **Information about your ideas for the year:** when voters are faced with multiple candidates they like and who are qualified, your ideas for the role may be the distinguishing feature between you and another candidate. In addition, this part of the campaign is the place to show that you are passionate, thoughtful, and creative about the opportunity to do specific things.

One mentorship meeting with an advisor is required during this process of creating your campaign messaging. An appointment will be set up between you and an advisor directly, but it should leave you with sufficient time to prepare your materials. More meetings are possible if you request them. We also recommend you work with family and friends (even teachers or other mentors) to brainstorm ideas.

Tips:

- Especially if you have a drop-down position, try to develop a campaign message that will resonate for the multiple roles for which you are interested.
- Definitely share details about yourself that demonstrate your dexterity, but also your passion for your selected roles.
- Highlight general skills related to leadership, teamwork, communication, and Judaism — in addition to skills related to your particular position.
- Be specific but not too specific with your ideas. You still want to show everyone that you are open to other people's ideas.

Step 2: Create your Campaign Materials

Election Google Slide:

The (one) slide has two purposes:

- 1) Introduce you and your candidacy during elections.
- 2) Provide visual support for you and the audience during your speech.

The information you include on your slide is COMPLETELY up to you! If you like graphic design, then you can make an eye-catching slide to market your campaign platform. If you want notes on your slide to help you deliver a great speech, go for it! If there are some ideas that you don't have time to mention in your speech, the slide is the perfect place to put them! You can also summarize the most important parts of your speech. It is your choice!

Tips:

- Keep the writing brief and use bullet points.
- Include both pictures/graphics and words.
- Many candidates put photos of themselves on their slide.

Your slide must be approved by an advisor. Submit by the established deadline so there is time to make suggested edits.

Election Speech:

Familiarize yourself with election rules related to your speech on the SALTY website. **Your speech should be 2 to 3 minutes.** It will be delivered during elections. If you cannot attend, you can submit a video or have a proxy read your speech.

See: <https://www.shirhadash.org/salty-election-rules.html>

Design your speech so it has a good balance of information about why you are good for this job and your ideas for the position. Include less general content about you, and focus more on your skills and qualities.

Tips:

- Outline before you draft.
- Save time for revising.
- Save time for practicing! Time yourself so you are not rushed when delivering.
- Make yourself presentation cues (pausing or slowing down for emphasis, smiling, making eye contact).
- Plan to use notes. You can also read your speech, but remember to be engaging. If you opt to memorize, do also have back up notes in hand.
- Develop strategies to deal with public-speaking nerves.
- Remember this is a friendly audience who wants to support you!

Your speech must be reviewed by an advisor by the established deadline.

General Notes

Drop-down process: If you are not elected for your first choice role, you may drop-down to a different declared position. You do not have to do an entirely new full speech but you should have another smaller speech prepared that focuses on your ideas for that drop-down role (and

any relevant qualities or skills that you didn't previously highlight). You do *not* make a second post.

Unfilled positions: Candidates can further drop-down to any unfilled roles. These can be resolved on election night or appointed by the President afterwards.

Co-candidates: If you opted to run for a position with a friend, all campaign materials should be made that include you both, but respect the same limits around post size and speech length. You decide how to split the labor of preparing and presenting.

Work with existing board members to get advice and support. They have done this before and are eager to help you succeed!