



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Governor Candidate Campaign Information

Hello Candidates! We are so excited that you are running for the position of Governor for YMCA NC Youth and Government. It takes courage to run for this position and you should be proud of your decision. In order to have a successful campaign, it is important that you read all of the below information and follow all of the rules. Failure to meet deadlines or to follow the rules will result in removal from the race.

Campaign Overview:

As a candidate, your campaign is crucial for election. There are many opportunities for different campaign strategies. See below for these options. You are encouraged to campaign during meals, breaks, and free time. **Program sessions are intended for program use only, there is *no* campaigning allowed during these sessions.**

Speech:

Each candidate will give a speech to their peers. The speeches should reflect your abilities as a leader. This is an opportunity to show the voters why they should vote for you and what you will bring to Youth and Government in the upcoming year. Take experiences from Y&G to help share your story. Gubernatorial candidates will give speeches at opening session Thursday of conference.

- Speeches must *not* exceed **3** minutes.
- Foul language, trash talk, inappropriate innuendos, use of props, and reference to current/past officers and candidates are not allowed.
- All speeches must be approved by your Advisor and the State Office.
- Candidate speeches must be emailed to YAGCandidate@gmail.com by **January 9**.

Meet the Candidates:

Friday morning of conference, all candidates will have the opportunity to meet fellow delegates in the lobby of the RCC from 7:15-8 a.m. During this time candidates are able to hand out campaign materials such as buttons or pens and share their campaign platform.

NEW Governor Town Hall:

All Governor Candidates will come together on the main stage Saturday morning of conference to answer questions that have been submitted by delegates. The goal of this event is to allow for an open forum of discussion for candidates. The State Office will provide all candidates with the questions being asked during the Town Hall event before curfew Friday evening.

Candidate Photos:

Candidates are expected to attend the candidate information meeting at pre conference. During this meeting candidates will have a headshot taken by our media staff. Please come prepared and dressed in business for this picture.

North Carolina
**YMCA YOUTH &
GOVERNMENT**



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Candidate Cash (CC):

Each candidate is allotted a designated amount of "Candidate Cash" to be used for advertising on the YMCA NC Youth and Government social media accounts. All advertisements must be approved by your advisor and the State Office before submitting to Media for publication.

Each Governor candidate is allowed 300 in Candidate Cash.

Social Media:

- 1) Shout outs on Snapchat, Twitter, and Instagram are all available.
- 2) You must create your own picture, video, or graphic to be posted. Each requires approval from your Advisor and the State Office.
- 3) All social media posts must be emailed to YAGCandidate@gmail.com by **January 9**. The email must include the following information:
 - Candidates first and last name.
 - The position the candidate is running for.
 - A final version of the social media post. Please note that your post will not be edited or checked for spelling mistakes.
 - The platform(s) the candidate would like to utilize.

Platform	Option 1	Option 2	Option 3	Option 4
Instagram	Video (20 seconds) 100 CC	Photo 50 CC	N/A	N/A
Twitter	Video (20 seconds) 75 CC	Photo 50 CC	Text 30 CC	Retweet 40 CC
SnapChat	Photo 30 CC	Photo with swipe-up link 40 CC	N/A	N/A

Campaign Materials

Each candidate is allowed to spend up to **\$150.00** of their own money on campaign materials. Additionally, you may receive up to **\$50.00** worth of donated materials in campaign supplies. There is opportunity for Financial Assistance for these materials. Please email Kate.McCormick@YMCATriangle.org for information on Financial Assistance for your campaign material.

You are expected to keep receipts of all purchases and donations. (Attached is the receipt form). All receipts will be turned in at the Candidate check-in Thursday evening of conference.

Campaign Materials may include: Flyers, cards, buttons, and/or signs (use sticky tack, no tape)

Campaign Materials may *not* include: stickers, candy, gifts, and/or any material good that could be considered a bribe



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Receipt Page: Youth & Government Governor Candidates

Please fill out information below and attach receipt.

Name:

Date of Receipt:

Price:

Purpose: