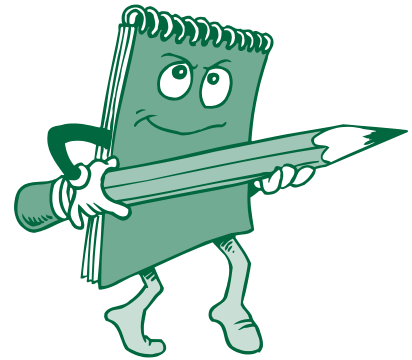


Getting started

Getting elected

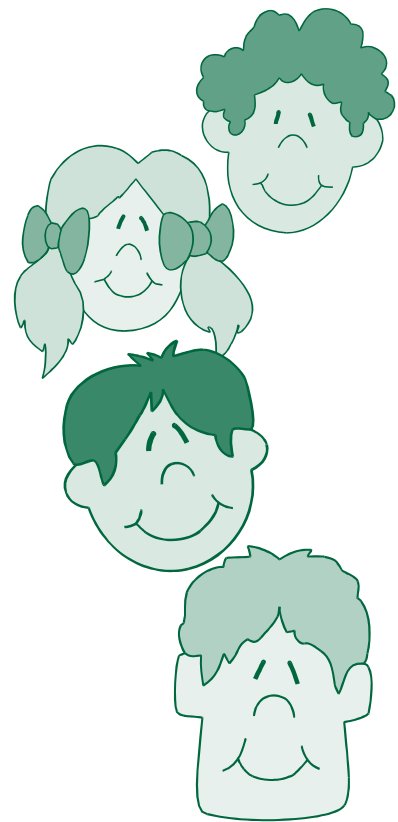
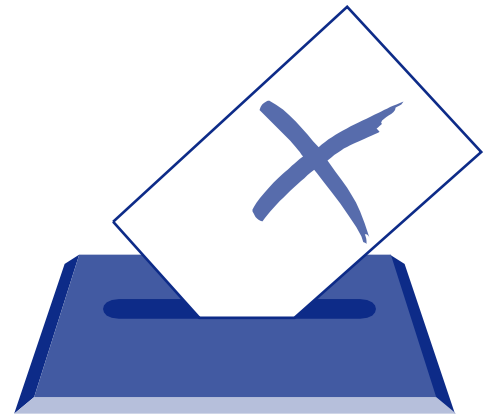
Sample application form



●	NAME
	CLASS
	EXPERIENCE
	WHAT WOULD YOU DO IF YOU WERE ELECTED?
●	
	WHY?
●	

Organising the election

- Class votes who should be the representatives
- Students should have a chance to elect pupils based on information
- Advertise elections in assembly/allow candidates to speak
- Allow time for candidates to say why they would be a good councillor
- Elect two reps from each class
- Have an equal balance of male and female
- Choose the best (not the most popular)
- Democratic vote
- Teachers should advise the council on how to run an election - not run it themselves
- More experienced students can have a role to play in supporting election procedures



Getting started

Publicising your School Council

Stage One: Main aim

It is important to have a clear and concise main aim of your publicity. It may be that you want to promote a fund-raising event or raise the profile of the council within the school.



Stage Two: Research

The research needs to focus on two aspects of your campaign.

1: TARGET GROUP OF PUPILS

- Who are you targetting
- What are your aims?
- What are effective publicity methods with this group?
- How many people are you targetting?

2: PUBLICITY TECHNIQUES

- Be aware of the methods available and which of these are most effective
- Consult the school reprographics departments about their design resources
- Find some good report writers and speech makers
- Appoint a publicity team

Stage three: Strategic action

- Give the members of the publicity team responsibility for different areas of work: ie - responsibility for graphic design; responsibility for text
- Budget - find the most cost-effective way of publicising. How much do you have to spend?
- Allow at least one month from the beginning of your campaign to the event and one month for planning - two months total.

Stage four: Liaison

A Press Officer - (in and out of the school) to liaise and make links with the media and outside organisations

