



EDUCATION **VOTES**

CANDIDATE RECRUITMENT: OVERCOMING TOUGH OBJECTIONS

Running for office is a big step, and it's not for everyone. However, you'll find that a lot of members just need more information or some reassurance that they'll have the support they need to feel secure. Here are some common talking points for concerns they may have.

Time Concerns

"You're right, this is a big time commitment. You're going to have to spend a lot of time on the phone, attending meetings, or on the road. You should definitely talk it over with your family and get 100% buy-in from them.

Family Concerns

You'd be surprised at how much time you actually spend at home/with your family. Also, a campaign is a great experience for kids. You'll be teaching them about democracy and to fight for causes they believe in. Can I set up a call/coffee/dinner with **[elected official you know + their partner]** so you can hear their experience?

Fundraising Concerns

"Well, it looks like **[incumbent]** raised X last cycle, and Y the previous cycle. I think you can match or even exceed that. I understand that sounds intimidating, but we can get you a sample fundraising plan and training to help you meet these goals."

Professional Concerns

"We should look at our contract or talk to our UniServ Director to see if there are any issues with you holding this office. A well-run campaign can boost your profile and build your network, and our school district should want someone with your experience in this seat."