

Scouting New Talent

A great baseball scout doesn't just look for talent and experience; they look for a player with passion, dedication and enthusiasm for the game. These are the same attributes the delegates are looking for when evaluating the candidates running for national positions.

If you are beginning your campaign process after being nominated from the floor, showing your enthusiasm for nursing and being a leader in the field can score you a home run! Running from the floor is like playing in Game Seven of the World Series. You need to show up and play to win. There are a few key plays to remember when running from the floor. First, you should enlist the help of a campaign manager. Next, you will need to get your campaigning materials together. Lastly, it's time for you to step up to the plate and show your fellow nursing students what you're made of.

Just like a coach can lead a team to victory a great campaign manager can be a great asset to your campaign. They are your very own cheering section and can help you spread the word about who you are, what position you are running for, and why you would be the best candidate for the position. Most of us are not natural born salespeople so it is always a benefit to have someone that can tout your accomplishments for you. A campaign manager is also an extra pair of hands to help plan and implement your campaign in a short amount of time.

Once you have picked the right "coach" for your team it's time to get your playbook together. After being nominated take some time to sit down with your campaign manager and decide on a strategy that can be put together quickly and that will show the delegates who you are. Become familiar with the rules and regulations of campaigning available in the candidate's packets. The NEC is also available to help with any questions you may have about your campaign. It may be easiest to come up

with a catchy phrase or slogan that defines you and build your campaign around that. It may be difficult but not impossible to find and put together campaign materials once at convention. Posters are an easy and quick way to put your name and face (don't forget your photos) in front of the delegates. Be sure to include your name, photo, position you are running for, and your campaign slogan. Utilize brochures that showcase your background, accomplishments, talents, and other details stating why the position you are running for is perfect for you. These

are easy to put together and make a great handout to give to delegates while campaigning. If possible, have buttons, pencils or any type of handout with your name and/or slogan on them to make it easy for delegates to remember who you are. Put your campaign speech together and take the time to practice it in front of friends and take advantage of the public speaking practice sessions. Be creative and have fun with your campaign materials.

Once you have all of your materials together it's game time. First and foremost remember that everyone attending the convention is a fellow student who wants to succeed and see others succeed in this great profession. This is your time to shine and showcase your talents. Be confident

and friendly when speaking with the delegates. Remember these words from another great manager, Tommy Lasorda: "No matter how good you are, you're going to lose one-third of your games. No matter how bad you are you're going to win one-third of your games. It's the other third that makes the difference." Think of yourself as the pinch hitter and go for that grand slam!

If you or someone you know is interested in running for national office and have any questions please feel free to contact your region's Nominations and Election Committee (NEC) Member or call the NSNA office at (718) 210-0705. Information on how to contact the NEC is available at www.nsna.org under Elected Officials. ©



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