

My Campaign Issues



As a candidate you will want to identify a few key issues on which to focus your campaign. These should be issues that you are passionate about and that voters care about. It is also important to limit your focus to a few issues. Use this worksheet to identify your issues and positions.

List the three issues that are most important to you.

Issue 1: _____

Issue 2: _____

Issue 3: _____

Now for each issue address the questions and topics below.

1. What about this issue is important to you?
Be as specific as possible. For example, if you are concerned about education identify the specific issues (e.g. funding, pre-K programs, student loan debt) that you are most concerned with.
2. Is this issue also important to your voters? How do you know?
Do a little research to answer this question. Have there been any opinion polls, especially in your area, that have indicated this is an important issue? Has this been an issue in recent elections? Talk to you friends and coworkers to see if this is something they care about.
3. What is your stand on the issue?
What do you believe? This is often more complex than being for or against something. Think about the nuances of the issue and identify your position as clearly as possible.
4. Why is this your stand on this issue?
Think about your values as well as any factual support for your position.

5. How will you address this issue?

What needs to be done to solve the problem or keep things going in the right direction?

Remember to think about what you can do as a state legislature. If the problem needs to be solved by the federal government, then this isn't the issue to use for your state campaign.

6. Why are you the person to address this issue?

Think about your experiences and qualifications. This might include formal education, professional experience, or personal experience.