

What's Your Agenda?

Most people have definite, but broad, ideas about the way things should be done and how government should respond.

Becoming a candidate requires finely honing and defining your ideas, and developing your political agenda.

Ensure you have a good understanding of the current situation, and a clear vision of what you want to change.

Know your own mind and how you hope to contribute to the public debate and political arena.

Consider:

- What do you think is working well now?
- What interesting political or societal trends are you aware of?
- In partisan politics, which party and platform best aligns with your thinking and priorities?
- What do you think needs to change?
- What reforms do you think would be beneficial to society?
- How do you aspire to bringing about broad social change?

In partisan politics, your issues should also be compatible with your party's agenda. See the *Learning the Political Landscape* booklet for more information on party politics.

Your Campaign Message

Your campaign message should resonate with the concerns you have heard from your target audience/constituency. It should also show how you differ from your opponents.

Your message should be:

- **concise**
- **clear and sincere**
- **truthful and credible**
- **persuasive and important to voters**

Ensure your issues are consistent and compatible with your agenda.