

**Congratulations on your decision to run for a National E-Board position within the Student National Dental Association (SNDA)!**

**This guide will help you create a compelling and effective 1-page campaign ad to showcase your background, professional information, and goals for SNDA. This campaign ad is an opportunity for you to highlight your unique qualities, share your vision for SNDA, and connect with your fellow members.**

## **1 Understand the Criteria:**

- Your campaign ad should be **one page in length (8.5x11in)** and include pertinent background information, professional details, and your goals for SNDA.
- This is your chance to showcase your personality and creativity, so feel free to incorporate elements that reflect who you are.
- **All campaign ads must be approved by the executive board of National SNDA to ensure compliance with guidelines.**
- No additional promotional material beyond the 1-page campaign ad will be allowed to maintain a fair election process. **Any additional campaign material may result in disqualification.**

## **2 Craft Your Message:**

- Start by introducing yourself and providing a brief overview of your background, including any relevant experiences, achievements, and qualifications.
- Clearly articulate your goals and vision for SNDA.
  - May include but not limited to: What do you hope to achieve if elected? How do you plan to contribute to the organization's mission and objectives?
- Consider what sets you apart from other candidates and emphasize your unique strengths and qualities.

## **3 Design Your Campaign Ad:**

- Choose a layout and design that is visually appealing and easy to read. Use clear headings, bullet points, and concise language to convey your message effectively.
- Incorporate images, graphics, or other visual elements to enhance your campaign ad and capture the attention of your audience.
- Ensure that your campaign ad reflects your professionalism and aligns with the values of SNDA.

## **4 Review and Approval:**

- Before finalizing your campaign ad, review it carefully for any errors or inconsistencies. Ask for feedback from peers or mentors to ensure clarity and effectiveness.
- Submit your campaign ad to the executive board of National SNDA for approval. Be prepared to make any necessary revisions based on their feedback.
- Once approved, National SNDA will share your campaign ad on their Instagram platform, include it in the program brochure for the election, and present it during the House of Delegates meeting.
- Take advantage of this opportunity to engage with members and voters by promoting your campaign ad on your own social media channels.