

Why to Vote for Jarom:

THE CANDIDATE WITH THE MOST RELEVANT EXPERIENCE:

- The candidate with the experience that matters most. Jarom has extensive experience in land-use and transportation planning. As Caldwell continues to be one of the fastest growing communities not only in Idaho but the country, we need someone leading our city that understands the challenges that come with that growth. He worked as the Senior Planner for Caldwell for 6 years and understands how the city functions and what we can do to improve efficiencies and create a more customer friendly environment.

A LEGACY OF SERVICE:

- Jarom has a legacy of service to the Caldwell community. As a young teenager he was a member of the local Key Club volunteering every summer at the Chuckwagon and Caldwell Night Rodeo to help support local causes. His Eagle Scout project was part of the first Caldwell Clean Up Days, helping to construct a city park in the downtown area, and Jarom has continued his legacy of service to this day volunteering with numerous local boards and organizations.

A GOOD ROLE MODEL:

- Jarom has a reputation to be proud of. He has always been a great example and a role model to those around him, especially to the youth.

YOUTH DEVELOPMENT FOCUSED:

- Jarom is focused on the youth and empowering them within the community. Jarom knows that our future is in their hands and wants to engage with the youth of this community and make them an integral part in leading us into the future.

DEEP CALDWELL ROOTS:

- Jarom knows and bleeds Caldwell. He was raised in Caldwell, graduating from Caldwell High School in 1995.

A LOCAL SMALL BUSINESS OWNER:

- He is a small business owner in Caldwell and knows how important small businesses are to the success of a community. He employs local youth at Soda Burst.

Vote For Jarom Wagoner to be Caldwell's Next Mayor Student Campaign – Program

- This is for 12-to-17-year old's living in Caldwell, Idaho. Use your social media to influence adults, grandparents, aunts, uncles, etc... To vote for Jarom!
Benefit: Add student campaign participant of a candidate for mayor to your resume...plus the chance to win a **\$50 Dutch Bros gift card each week for 6 weeks**
- How do you win the gift cards? Each video you post will need to have a specific **HASHTAG** and a **WAGONER CAMPAIGN SIGN** visible in the back of the video to qualify to win for the week.
- Every Saturday evening for 6 weeks at (9:00pm) we will identify the video with the most views for the Week. That person will receive a \$50 dutch gift card!
- Post the videos to **TikTok** and **instagram** (and share them to **Facebook**). In the videos, be creative and funny...it could be a dance, make everyone laugh, explain why they should vote for Jarom Wagoner on Nov 2. Doing these funny videos will add followers to your account each week!
- Week 1 (Sep 26 – Oct 2): Post a video with friends, inviting local teens in Caldwell to join Jarom's student campaign. Our goal is to help him get elected mayor of Caldwell on Nov 2nd! Encourage them to visit Jaromwagoner.com for details on how to leverage their social influence to win **\$50 Dutch Bros** gift cards each week until the election.

Video hashtag for week 1: **#wagonerformayorweek1**

- Questions: Message Marlee at 208-810-9932