

Introduction to Campaigning & Written Statements

Objectives of Session

- Brief introduction to the Students' Association and Guild
- How to plan an effective election campaign
- In person campaigning + activities
- Online campaigning + activities
- Other helpful guidance
- Candidate support available before, during and after the election

More on.. **CLICK.. CLICK** 😊

How to Plan an Effective Election Campaign

Help! I've Never

Campaigned Before! 😞

Don't worry!

Lots of students think that they need to know lots of people and “be popular” to deliver an effective election campaign, and be elected for a position

This isn't necessarily true though you can still win an election even if you are new to elections and/or new to UoBD!

There are lots of tools, methods and tactics that you can use to raise awareness of your campaign, raise awareness of who you are and why you are the best candidate for a role, and deliver an effective, powerful campaign even if you have never campaigned before!

You can build awareness of your campaign through networking and talking with others, using common interests and shared values (reaching out to the RIGHT networks is also important!)

Where Do I Start #1?

As part of your application, you will have submitted a written statement.

(manifesto) and candidate photo. Firstly, well done on submitting these! (applause)

You can now use your written statement to plan your campaign.

Your written statement and candidate photo is one of the basic

campaign tactics that you can use for your campaign, and it can really help to plan other campaign tactics!

...also - you can publish an extended written statement on social media

Planning Your Campaign #2

Different Ways of Reaching Out to Students

Online

- Written statement & candidate photo
- Campaign poster
- Text posts, Memes, videos (with closed captions), campaign photos, GIFs etc

You can post the above on social media!

In-Person

- Talk to student groups, societies, associations etc (please note student group endorsements are NOT allowed)
- Talking to students around campus
- Putting up physical campaign materials (e.g. posters, banners)

You don't have to do all of these, just do what you are comfortable with!

There are lots of campaign tactics you can use -in summary, these involve reaching out to students and encouraging them to vote for you and support your campaign

- You can reach out to students via two main ways -physically (in-person) and/or virtually (online)

- Whichever methods you use, it will be extremely beneficial for your campaign -it will show students that you are serious and care about the role
- You can choose whichever methods are more accessible and comfortable for you
- It is also ideal that you are consistent with the methods that you choose (given that they are working for you!)
- You could put together a campaign plan to plan how you will reach out to students

When campaigning for your election, you should reach out to and talk to students, and talk to them about your campaign and written statement aims

- It is ideal to reach out to students who may potentially have similar interests (e.g. if you have climate change and divestment on your written statement, you might want to reach out to students who are part of relevant societies e.g. Dance club, Sports, UoBD Sustainability) or study relevant courses (e.g. MSc Environmental Science)
- You may want to encourage students who have similar interests to be part of your campaign team
- One way of reaching out to large groups of students is via societies, associations, volunteering groups etc

Note: Student Groups cannot endorse you, but individual students who are part of student groups can endorse you!

- Reaching out to a diverse range of students, particularly students that you don't usually interact with, is also important –as there may be students who will agree with you, even if you think they will disagree
- There are also lots of student groups who feel that candidates don't talk to them during elections –these include: International students, PG students, Med students, disabled students, care leavers, parent students, student carers, mature students, commuter students

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It may be helpful to set SMART goals for your campaign –this will help you plan your time, both during your campaign, and if you are successful:

- **Specific**
- **Measurable**
- **Achievable**
- **Realistic**
- **Time-Bound**

In-Person Campaigning

Campaigning in-person involves speaking to students in-person, and having a physical campaign presence (e.g. putting publicity material such as posters and banners up).

General Guidance #1

For any physical publicity/campaign materials (e.g. leaflets, banners etc):

- Avoid fences or exterior surfaces. Using rope on lampposts, trees and walls is okay. Don't remove plastic tree tags.
- Don't create blind spots.
- Don't mark the ground.
- Estates will remove any material that looks untidy.

Remove anything you put up ASAP after the close of voting. Failure to do so may result in a fine from the University.

For printed materials (e.g. leaflets, posters):

- Make it really clear *what your name is and what you are applying for*
- Limit the amount of text but think about what key messages you want people to take away briefly.
- Include dates and how to vote
- Avoid language that is insulting or offensive.

Where Might You Talk To Students?

- The Old Joe and The Burj – Student Pods
- Library
- Sports Centre / pitches
- Any entrances onto Campus
- Learning Centre
- Car Parks

You can also refer to the [UoBD Campus Map](#)