

Campaigning 101

Campaigning: *“working in an organized and active way towards a particular goal, typically a political or social one.”*

If you want to win this election, you need people to vote for you! And it's not enough to just ask your friends to vote; to win you will need to reach lots of different groups of students. To get those votes, you will need to **campaign**, either online or in person (but probably both). You can do this on your own, or with a team.





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Methods for campaigning:

- **Face-to-Face Campaigning** – *talking to students in person asking them to vote for you.*
- **Online Platforms:** Instagram, TikTok, Twitter, LinkedIn, *Facebook posts (can be paid. You can also use WhatsApp and/or Discord. (Please refer to the social media guidance on the SU Website, under Election Resources).*
- **Attending events:** *Club/society events, other on-campus events...*
- **Using creative materials:** *T-shirts, cardboard, flyers... (as long as it's sustainable).*





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Offline campaigning tips:

Tip #1: Be seen!

Students will vote for the best candidate they know about. If they don't know about you, they probably won't vote for you. Your job is to make sure as many people as possible know about you.

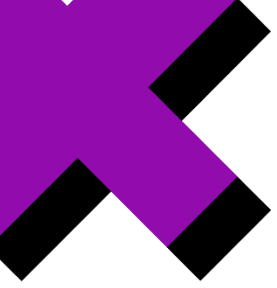
Tip #2: Know your speech

You'll talk to a lot of people. Make sure you can talk about your policies in a short 'elevator pitch' that you can give to someone in a few seconds.

Tip #3: Get creative!

You have a budget that you can use to print flyers/leaflets. You can also use the budget to buy material for anything else you want to create for your campaign. Think about how you can use the budget to get the most coverage? How can you make your brand stay in people's minds?





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Online campaigning:

- **Viral marketing** – can you create something that people will share?
- **Make it accessible** – when releasing campaign materials like posters and videos, make sure everyone can access the information.
- **Paid posts** – you can sponsor posts on social media (this will come out of your budget)
- **Personal touch** – when sending a message/dm to a potential voter make an effort to use their name (i.e. give it a personal touch).
- **Think outside the box** – how can you expand your reach?





Making a Campaign Video

Can you make something that will go viral?





Skills you can gain through Campaigning

You will gain _____ skills...

- Communication
- Organisation
- Public Speaking
- Negotiation/Persuasion
- Team-Work
- Building relationships
- Managing a budget
- Time management
- Adaptability

You will also encompass these attributes...

- Determination
- Resilience
- Confidence





Good luck!

