



# PLANNING AN EFFECTIVE ELECTIONS CAMPAIGN

<b>CAMPAIGN</b> What position are you running for?
<b>WHY?</b> What motivates you to run?
<b>CAMPAIGNS TEAM?</b> Who will you work with? Who is there to support you? Friends, societies?

<b>WHY SHOULD STUDENTS VOTE FOR YOU?</b>	
<p>Your manifesto should have specific, tangible promises and goals. Each objective needs to be SMARTER (Specific, Measurable, Achievable, Realistic, Timely, Ethical and Responsible). Come up with 3 priorities and some specific pledges for your manifesto.</p>	
Priority	Pledges
1	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>
2	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>
3	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>

### **TARGETS**

Which kind of students are you targeting your campaign at and how will you do this?  
Think about societies which might be good to contact, places on campus these students might be more likely to go etc.

### **GETTING YOUR MESSAGE OUT**

How are you going to promote your campaign? Be creative! You could make banners, posters, interesting flyers, a stunt on campus, use social media etc.

### **ELEVATOR PITCH**

Plan a 1 minute 'elevator pitch', you have limited time to engage someone and convince them to vote for you. Start by asking an engaging question - not just a yes/no question - about what they think about their course/their experience relevant to the position you're campaigning for.