

# CAMPAIGNING TIPS

LEAD YOUR UNION

The most important thing you have to do before you head off on the campaign trail is to read the Candidate Pack. Make sure you have a good understanding of what you can and can't do as breaking the rules could lead to disqualification.

We've put together this guide on the top tips for campaigning, including a guide to the best places to campaign to help you plan your campaign effectively.

## ANY QUESTIONS?

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- + Organise your time well. Use our Campus Guide to help plan out where and when you'll be campaigning throughout the elections period.
- + Face-to-face campaigning is the most effective way to get your message across and ultimately win votes. Consider doing Lecture Shout Outs and Halls knocks to talk to lots of students.
- + Using social media can also be very useful when promoting your campaign and it's free of course. The Union have some great channels so be sure to make use of including these @TheUnionMMU
- + Always keep flyers on you when talking to students. Once you've spoken to them, you'll want them to remember your name and how to vote.
- + Keep it topical. Talk to students about the areas that they care about the most. Do your research and come to our briefing sessions to find out the hot student topics.
- + Pick three main priorities to talk to students about. Keep it short, simple and jargon free.
- + Build a campaign team. Get your friends involved with your campaign; they can help you with your promotional material, talking to students but more importantly, help keep you motivated.
- + When talking to students and especially big groups it helps to write down and practice what you're going to say. Use flash cards to prompt you, make eye contact and speak slowly and clearly.
- + Take advantage of our support. Come to the training and briefing sessions, use our social media channels and let us know if you're planning anything exciting.
- + Be visible. Make your promotional material stand out from the crowd and remember to put your name, a photo of you, the position you're running for and how to vote on all of your materials.
- + Have fun. Students respond better to positive campaigning and ultimately, the elections should be a fun positive experience for everyone.
- + Do not campaign in libraries or drop-in rooms. Students are working and won't want to be disturbed. This is also against the Election Regulations.
- + Ask permission before putting up posters in University buildings, or they will be taken down.
- + Campaign in appropriate areas; lifts, stairwells and entranceways are not suitable for campaigning.
- + Always ask permission to speak to students about elections before doing so.
- + Get involved in Union meetings and events.
- + Focus on your own campaign; don't worry about what your opponents are up to. Stay positive and enthusiastic.
- + Don't make promises you can't keep; talk about practical changes you believe you can make.
- + Make sure your campaign is SMART (simple, memorable, ambitious, realistic, topical).
- + Don't neglect your studies. Make your lecturers aware that you're running in the election.
- + Look after yourself; campaigning is hard work.
- + Make time for food, drink and sleep. And have fun!

### Things To Remember

- + Don't be put off if students don't want to talk to you, just smile, be polite, thank them for their time and move on.
- + You are responsible for your campaign team and they must follow the same rules and advice. Any complaint made against them, is a complaint made against you.
- + Ask permission to campaign in certain areas such as bars, cafes and canteens.