UNDEB ABER

SU Elections: Information Sessions

How to Run a Successful Elections Campaign

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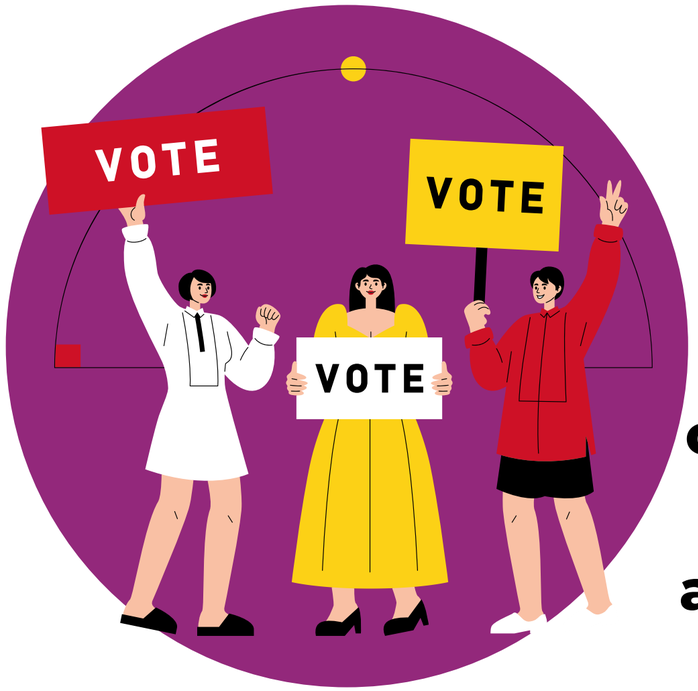
Introductions

- **What is your name?**
- **What is your involvement with the Students' Union currently?**
- **Why did you choose to attend today?**
- **What would you like to get from today?**



What is a campaign?

According the NCVO ‘Campaigning is about creating a change. You might call it influencing, voice, advocacy or campaigning, but all these activities are about creating change.’ Importantly it differs from ‘raising awareness’ because it has a tangible impact.

An election campaign is the period of time immediately before an election when politicians try to persuade people to vote for them

Planning

BETH YW EICH CAMAU NESAF?
WHAT ARE YOUR NEXT STEPS?
STAND
Kickstart your
SU Officer!

Writing Your Elections Profile

This is where you say why you want to be elected.

CHECKLIST

- [x] **Something you care about**
- [x] **Something that students care about**
- [x] **Achievable**

Why does the Union not ask for manifestos?

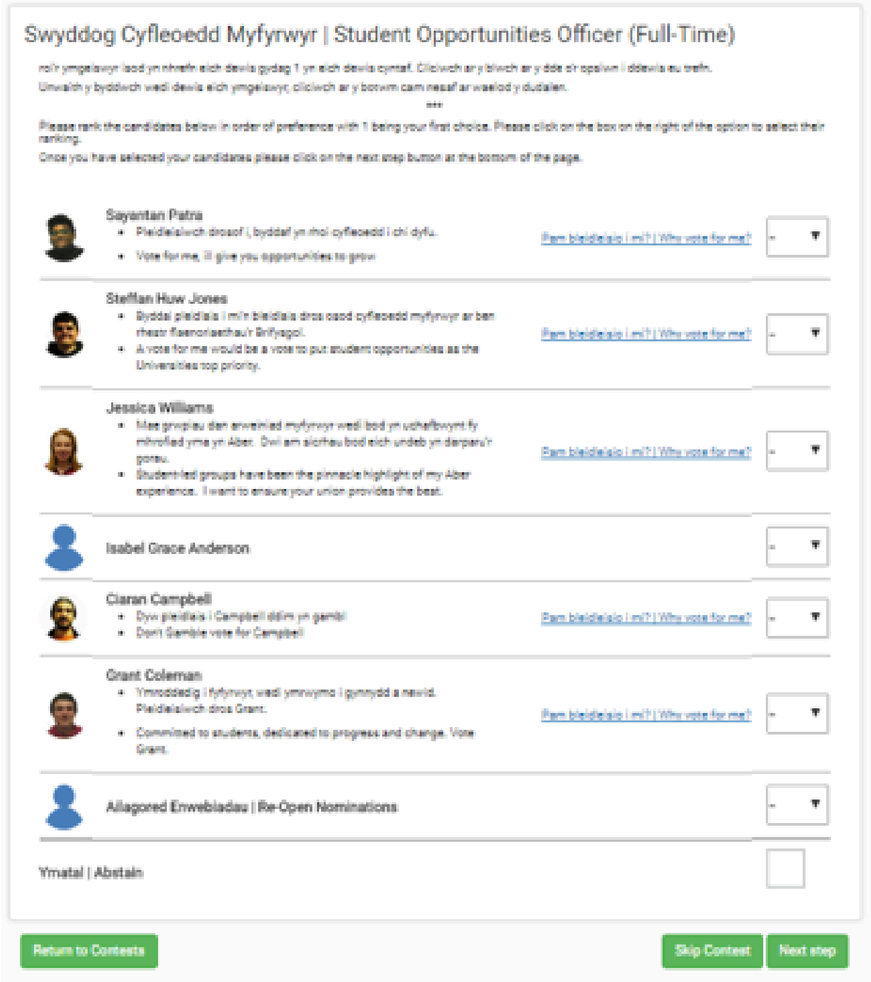
Knowing who to target

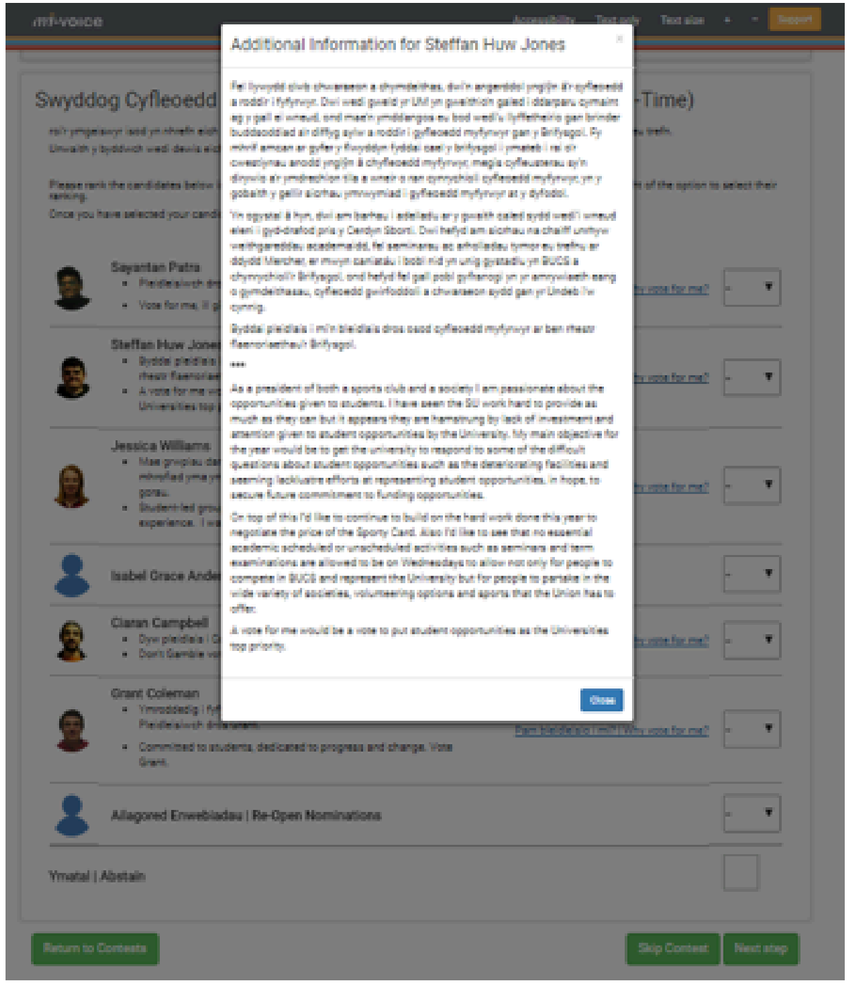
Some people are going to vote for you no matter what - like your friends.
Some people are never going to vote for you - don’t waste your time
Targeting the people who might vote for you, get them to understand why you are running. These are the people to spend most of your time on.

Your Slogan

Your slogan should be catchy - it will be the first thing people see on the voting page

You can either make it funny and catchy or use it to sum up your policies.





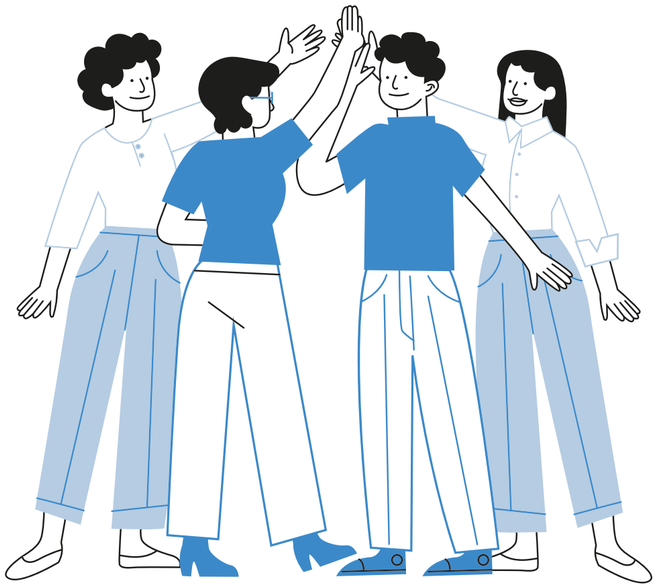
Campaign Team

Their role:

- **Support you in whatever you need.**
- **Share your content.**
- **Tell people about you.**
- **Represent you.**
- **Allow you time to relax (maybe organise something nice to do after election results)**

Having a campaigns team will make your election process so much nicer.

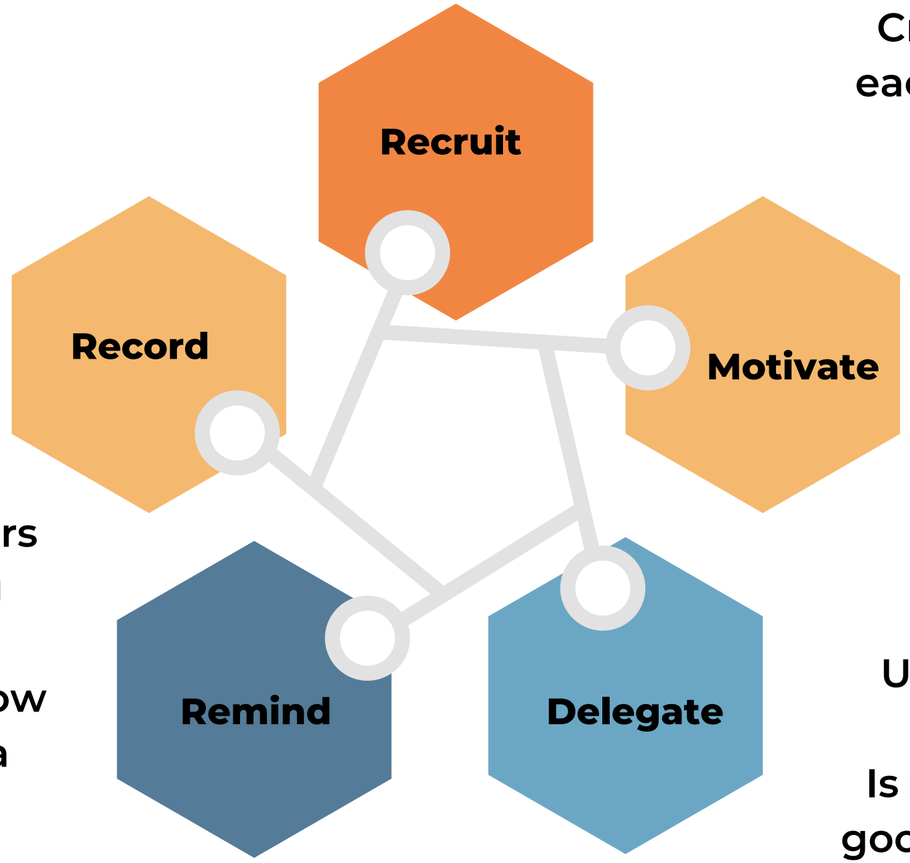
Have 2-5 people on your campaigns team.



Campaign Team

Ask your friends and anyone you think is influenced in the student community. Make sure these are people you trust.

Take a note of who has agreed to do what and when.
How about a shared Googledoc?



Create achievable targets, encourage each other and celebrate the successes along the way.

- Organise catch ups
- Give shootouts to team members who have worked especially hard.

Even your most reliable team members might forget that Saturday morning meeting.
Continuous communication is key - how about a shared outlook calendar or a Facebook group?

Use the skills and experience of your specific team members.
Is someone studying maths and really good at Excel or is someone else a social media wizard?

BYDDA'N RHAN O RYWBETH
ETHOLIADAU
BE PART OF SOMETHING
" Rwyf wedi pleidleisio! // I've voted! "
#EtholiadauAber #AberElections
Like
Comment
BE PART OF SOMETHING
VOTE

Publicity

Election campaign ideas:

- **Wearing T-shirts with your name and the role your running for.**
- **Posters to go around the Union (bilingual)**
- **Fun Videos.**
- **Stalls on Campus.**
- **Social Media accounts.**
- **Speaking to students out and about.**
- **Get your name out there.**
- **Get involved in Union activities (quiz the candidates).**
- **Make announcements in lectures and seminars**
- **Go and speak to club and societies when they are meeting.**

BE LOUD, PROUD AND TAKE UP AS MUCH SPACE AS YOU LIKE!

Posters

- Keep your posters simple - don't overload them
- Make them bilingual
- Keep to the same colour theme
- Include your slogan

Social Media

Social media is a great way to reach people and spread your campaign message.

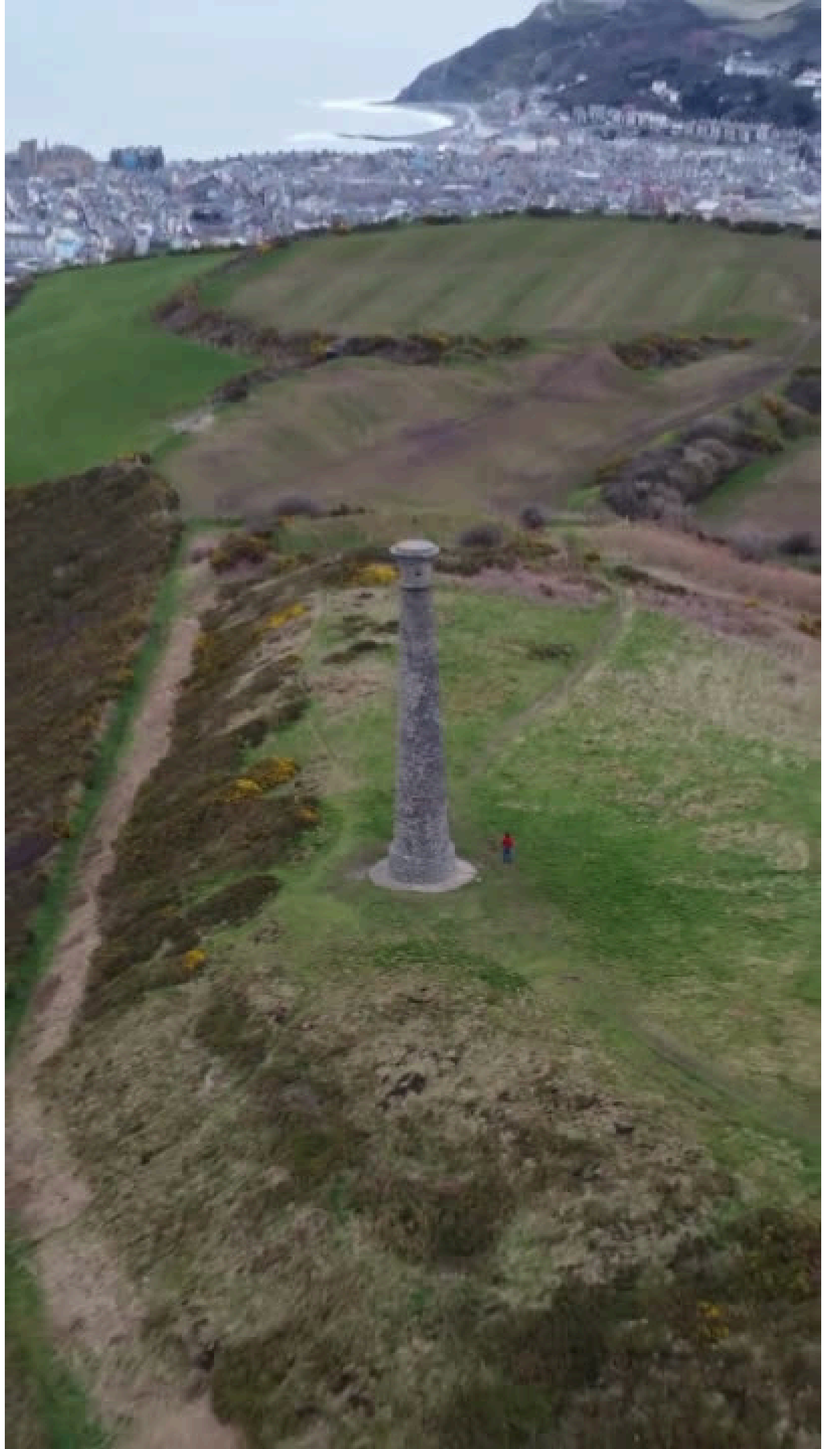
Remember likes don't necessarily mean votes!

- **Create a brand identity (use the same colours)**
- **Don't use things that other candidates may not have access to.**
- **Canva is a great free tool to make any campaign material**

Video Publicity

Videos are a great way to get your name out there.

Take a look at a video that was shot in a previous election



Key things to be saying and posting on social media

Your name, the position.

To vote you #1.

If not, then #2.

Where and how they can vote.

The dates.

Speaking to Students

YOUR 1 MINUTE ELEVATOR PITCH TO STUDENTS

ANGER: Is there something you think needs to change or the that the union should be doing?

HOPE: Explain how things could improve

ACTION: "If you vote for me I will do my best to make this change".

Remember to ask what students want to see changed. You may get someone on your side by saying you will look into making what they want happen.

Speaking to Students
Top Tips

- Approach nicely and ask if they feel comfortable talking to you.
- Be friendly and approachable.
- Go to them, dont wait for them to come to you.
- If they don't want to talk that is okay, it isn't personal.
- Make sure to actively listen to them.
- Ask open questions.

Clubs and Societies

We have so many clubs and societies
USE THEM!

Go and speak to these groups. Either attend their meetings or come along to one of their practices or socials. Make sure to ask and arrange the best time before turning up.

You can ask for Endorsements but the group need to be able to prove that they have done a group vote, and can prove they are supporting you as a candidate and not as a friend. If this is not done currently, it can potentially get yourself and the group in trouble so many clubs and societies will not do this.

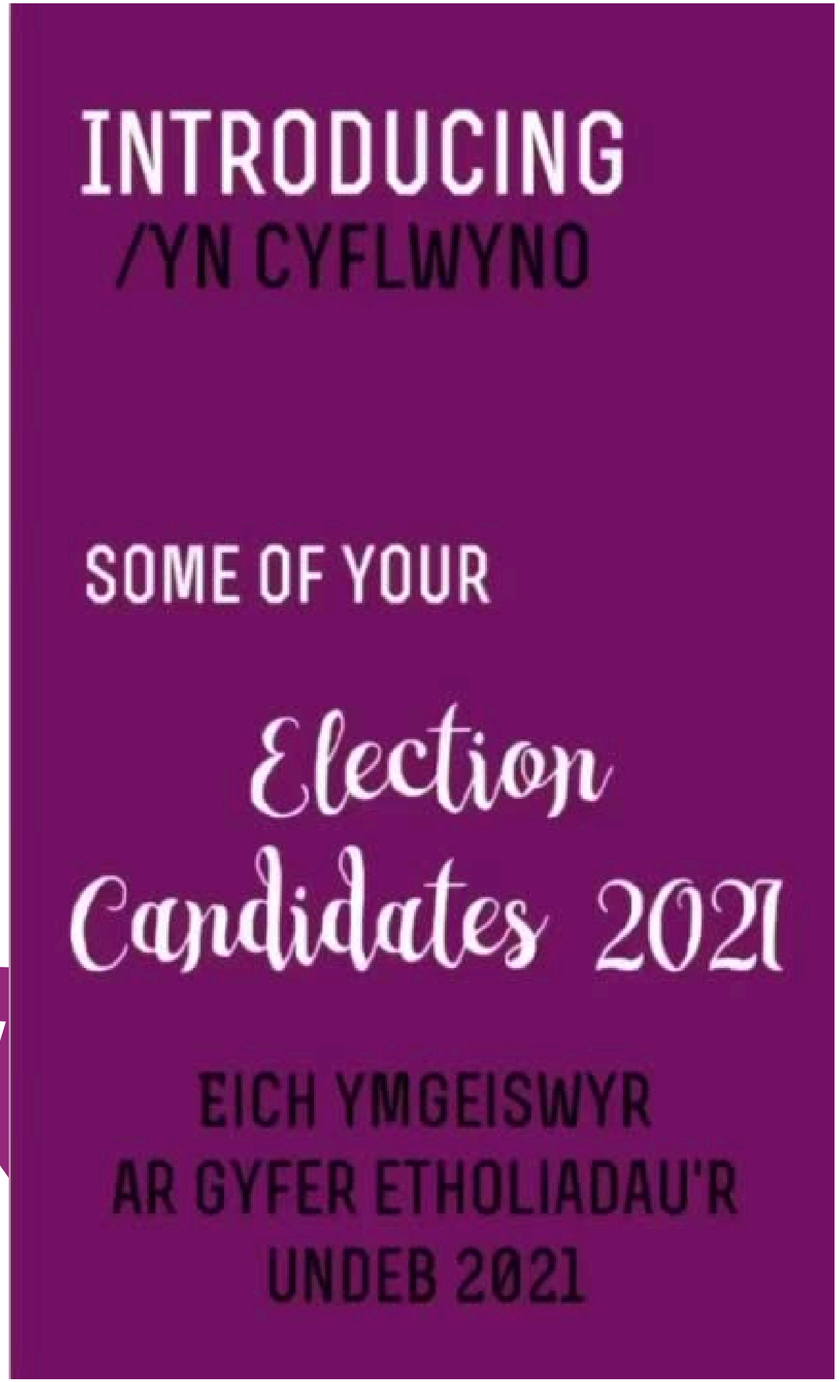
Collaboration

You can collaborate with other people running in elections. It can show support and friendliness for each other which people like to see.

You can also run together and say "we would work together well if we were both elected" etc.

This is called 'Running as a Slate'

In Covid Year election, this is what some of the Officers did while running.



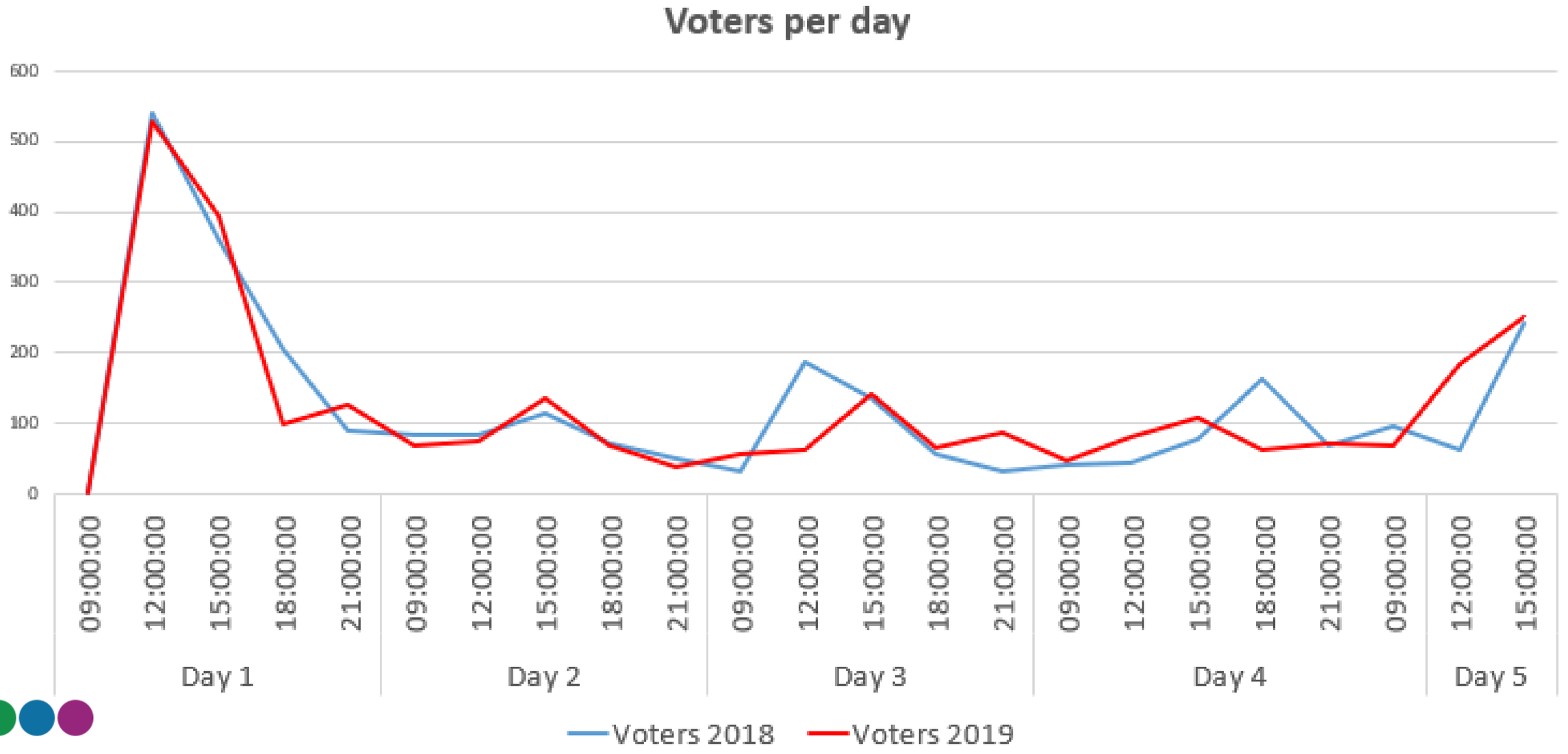
Having an Assessable Campaign

When you're making elections content, it's important to make sure that everyone's able to engage with it. Different kinds of content are better for different people so making sure you produce a variety of materials can be helpful. There are also a few simple things you can do to improve your campaign:

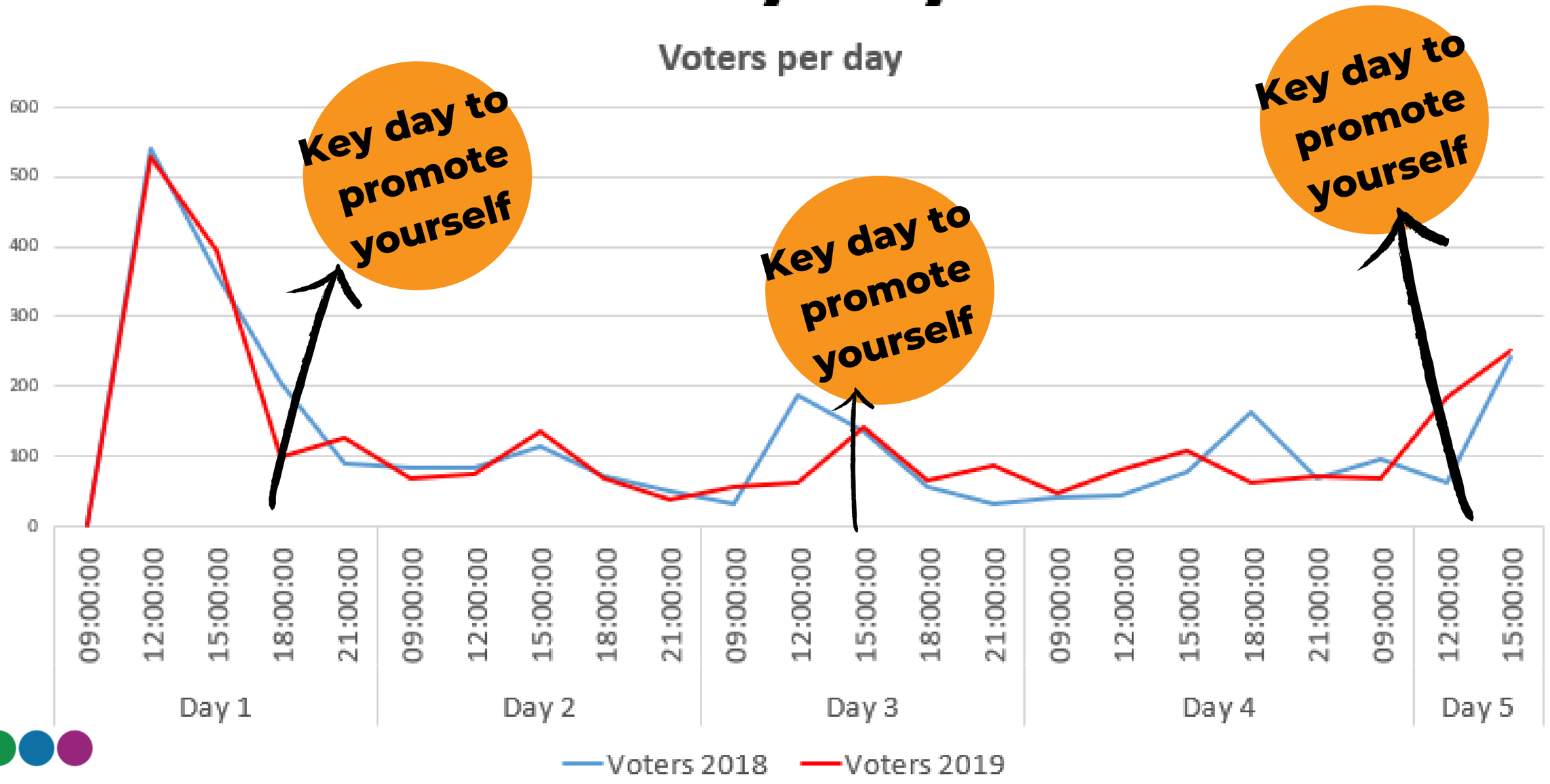
- **Online, make sure every image has alt-text, and any content in images is also included in plain text in a description or link.**
- **Caption any videos you put out so that subtitles are available**
- **Choose your colours carefully, so that text always has a high enough contrast from its background and isn't confusing for colour blind people**
- **Making your material accessible is a responsibility we all have, but it's also smart campaigning – why hide your campaign materials from potential voters?**

Voting Week

Turnout over time – by day



Turnout over time – by day



Look After Yourself

On the days where voting turn outs tend to be lower, take these days to reset and relax.

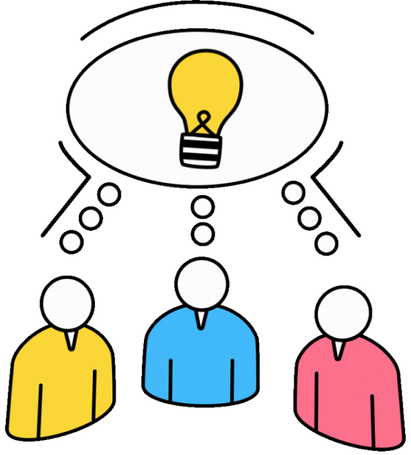
Plan something fun and relaxing to do mid week with your campaign team

RELAX

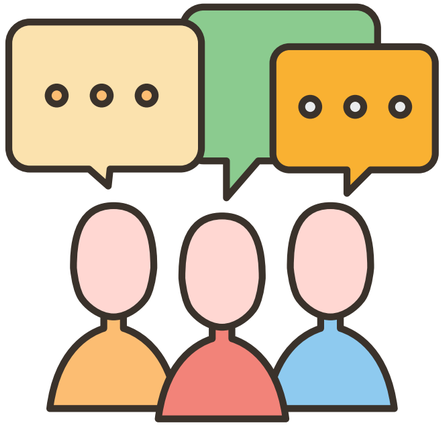
Make sure University work wont overlap. If you have an assignment due voting week, try and get it finished before so that you dont need to worry about it.

Set campaign times - make sure you rest at nights.

Questions?



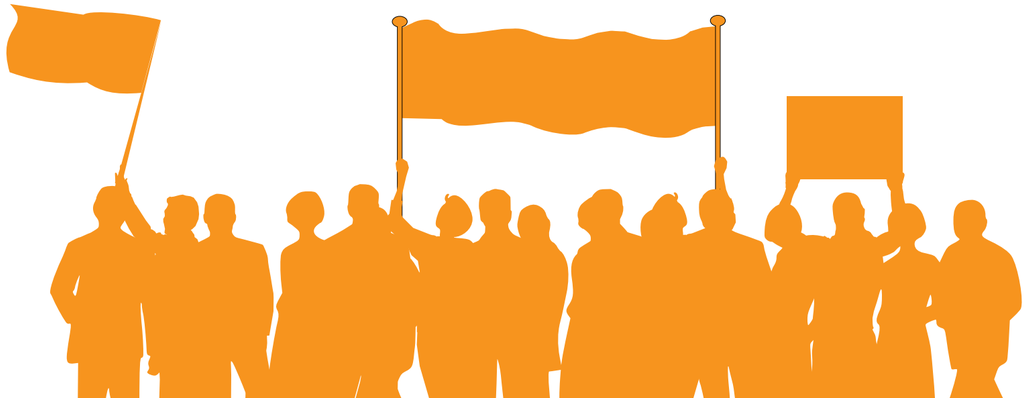
AGM
(The Big Meeting)



Monday 10th March @6pm in the Student's Union Main Room

We need 100 students to attend to allow it to go ahead - tell everyone you know!

Great chance to see Studnet's Union democrcy take place!

Are you ready to start your

Elections Campaign?