

Campaigning for Elections

Getting you started and ready for your candidacy

What is a campaign?

Organised steps to
achieve a final goal

Calls to action

**Changing
behaviours**

**Achieving
changes**

Before jumping into it

It's important you self-reflect on your objectives!

Why are you running?

What do you want to keep or change?

Why do you want to make change?

Who are you representing?



Understanding people

Think about who is involved in your campaign!

Voters:

- How do you relate to them?
- How do you let them know that? (social media, posters...)
- In what different ways will you interact with students?

Those impacted by your campaign:

- How will you reach out to them?
- Could they be in your campaign team?

Who else?

- BSU - Rules & Regs + Support
- Campaign Team
- Support network



Planning out your actions

Make sure to include your social media posts plan!

Goal	Task	Notes	Deadline
Share my objectives	Create social media posts for campaign	<ul style="list-style-type: none">• Post about who I am• Separate posts for objectives	11 Mar
Gather votes	Go to society events	<ul style="list-style-type: none">• Talk to committee members about attending events• Get involved with more societies	14 Mar
	Give a lecture shoutout	<ul style="list-style-type: none">• Talk to lecturer• Give a brief statement on my campaign	12 Mar
Have time for my studies	Prep as much as possible before voting week	<ul style="list-style-type: none">• Plan assignments and study time for exams	11 Mar
	Create a campaign team	<ul style="list-style-type: none">• Ask friends to help out with social media	4 Mar



Engaging with students

Apathy Staircase



ACTION

What do students need to do to help you achieve this?

VISION

How are you going to make the change happen?

INJUSTICE

What about that experience is currently unacceptable?

EXPERIENCE

What is something that matters to students?

Pitching your campaign

Applying the staircase to student engagement



ACTION

Vote for me! I will work on implementing common rooms across campus

VISION

We need to have spaces for students to create a community and feel comfortable between lectures

INJUSTICE

This is especially difficult for commuting students and it can make people feel lonely on campus

EXPERIENCE

There isn't really anywhere comfortable for students to hang out on campus that isn't a commercial outlet

Engaging with students

Anger - Hope - Action Model

Anger

- Make people angry about the issue
- Explain why the situation is unfair

Hope

- Give them hope that this can change
- Why now? Why you?

Action

- Promoting your campaign
- Getting their friends to vote for you

Campaign Teams

Getting people to help you!

Active or Passive?

Why is it helpful?

- Bounce ideas off of people
- Offload pressure off of you!

Who could you aim for?

- People affected by your manifesto
- Friends with specific skills

Where do you need help?

- Specific skills (design, social media)
- Campaigning support

Managing expectations

- Remember they're volunteers!



Campaigning methods

Which methods will you use to campaign?

BRAINSTORM!

Campaigning methods

Physical campaigning:

- Put posters up on the campuses
- Hand out branded goodies
- Be present in busy locations on campus
- Go to society events (with an invitation!)
- Make t-shirts for your campaign team

Digital campaigning:

- Create a social media account for your campaign
- Campaign video
- Q&As, reels, polls...
- Outline your campaign aims on posts
- Use location, hashtags...
- Careful with following too many people in one go!

Other campaigning:

- Catchy slogans
- Word of mouth



Covering the basics!

Make sure you abide by the Election rules

Attend Candidate Briefing

Monday 4th 1:30pm on Teams

Don't go over your budget

Don't campaign negatively against other candidates

Campaign individually
You're campaigning for yourself! You can't endorse other candidates



Do's and Don'ts

Do's



- Have fun!
- Come up with exciting ways to get students' attention
- Take breaks
- Take loads of photos
- Plan early around your uni work
- Make the most out of your networks
- Use social media
- Prep your pitch
- Thank your campaign team!

Don'ts



- Campaign negatively
- Ignore the support available
- Campaign in private spaces without permission
- Touch people's phones
- Be put off if a couple students aren't interested or are rude
- Forget to reach out to students who haven't voted before
- Cast a vote on someone's behalf
- Forget to look after yourself

Next steps

Make sure to reach out if you need help!

Actions:

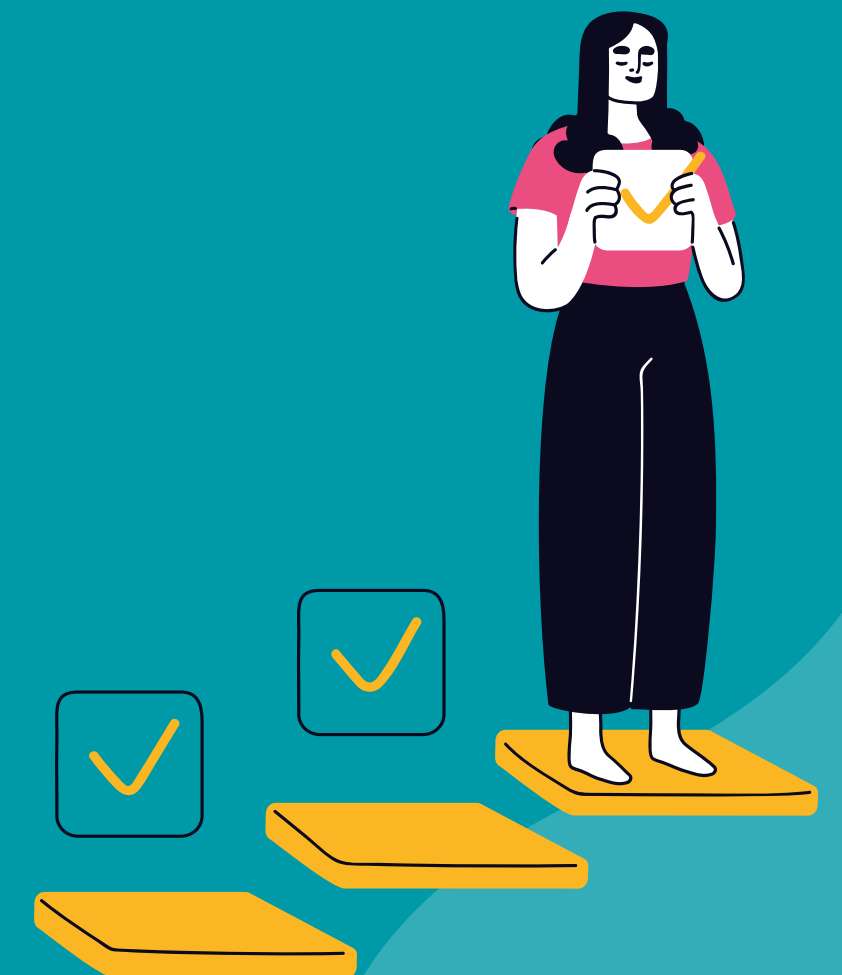
- Create your own action plan!
- Contact friends to be in your campaign team
- Create resources and slogan

Resources:

- Engaging with difficult students
- What's going on in HE and Brighton University
- Campaign top tips
- Canva Video tutorials
- The 4 roles of the Officer

Support:

- BSU Staff support
- Come into the Voice Office
- Drop us an email at BSUengagement@brighton.ac.uk



The background is a solid teal color. It features several overlapping white circles and larger, semi-transparent teal shapes that create a layered, abstract effect. The circles are scattered across the top and bottom edges, while the larger shapes are more prominent in the corners and along the sides.

Questions?