



Running a Successful Campaign

Campaign Team

One of the key things to make your campaign a successful one is to have a strong and dedicated campaign team: these will be the people who support you throughout your campaign.

You need to round up some of your close friends (and friends of friends) and get them campaigning for you. You will want them to talk to everyone and anyone who can vote.

Before your team help you get your message out to students, it is best to gather them all in a room together and talk through your message and what you are standing for. You also need to make sure they [know the rules](#).

Use your team effectively. Put your best campaigners where they will speak to the most people and have regular team meetings to see how things are going. Set up rotas so you know who is campaigning for you throughout the week, and where.

You will likely be rushed off your feet throughout elections; get your best friend or strongest campaigner and make them your '**Campaign Manager**'. They will reduce your workload and help you focus on what really matters: talking to students.

The Campaign Manager will organise people and materials. It also helps to have someone who is a little less emotionally invested than you to run your campaign and offer a bit of clarity.



Campaign Material

Campaign Theme

Campaign themes are a fantastic way to promote your message. Some students link campaigns to their name, others use films or songs. In the past we've seen everything from Tiktok trends to Pokémon. Think of funny, catchy puns that will pull people in, as well as more serious ideas and campaigns.

Campaign Colours

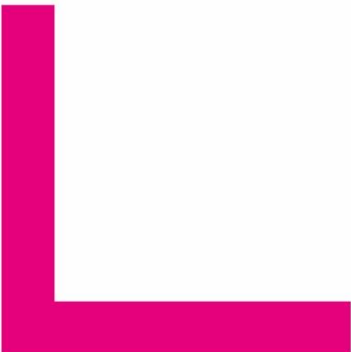
The number one rule for campaigning is to be visual – stand out from the crowd. Get your campaign team to wear a particular colour. You want them to stand out on campus, so pick something bright. Using campaign colours is more relevant when campaigning in person but can be applied to online marketing too.

Campaign Slogan

Slogans are a great way of getting students to remember you and practice your creative writing. They normally tie in with the theme of your campaign and can really sell your message. You'll (hopefully) use it on all your promo materials. It might be worthwhile creating a campaign slogan around your name. That way you create a coherent message that also tells students who you are.

Posters, Stickers, Leaflets and Flyers

These are all fantastic visual aids that will get your face/message out to voters. Please also ensure that you have thoroughly read the Rules and Regulations and that your campaign team are aware of the areas where you can and cannot campaign around campus.



Talking to Students

The true secret to getting elected is not how many posters you have, but how many students you have spoken to. Getting elected is all about being seen and remembered.

Here are some top tips for engaging with students to canvass for votes:

- Be positive, friendly, and genuine – listen and respond to voters.
- Be respectful of others and positive with everybody – even if you disagree with them.
- Keep the conversation engaging, but short.
- Make sure you introduce yourself, ask them questions and get across the key points of your campaign.
- Don't be afraid to approach students, if they don't know about you then they won't vote for you! But be mindful of people who are visibly busy as they will be reluctant to engage with you.
- Ask people to vote for you! If they won't commit to giving you their first preference, then persuade them for second. Elections are often won by the narrowest of margins and every preference can count as lots of second choice votes can add up!
- Ask people to ask their friends to vote for you.
- When you are talking to students, find out what issues are important to them. If you can talk about these issues and convince students that you can work on these issues, they are more likely to vote for you!
- Attend events during voting week to get your name and face out there for voters to recognise. This is a great way to engage with many students during one event.
- Reach out to clubs and societies who could let you come to one of their sessions to talk about what you stand for and why they should vote for you.
- Most importantly – enjoy the experience! You will learn loads, get to meet lots of new people and have fun throughout the week.