

SU Elections.

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Campaign Planning Pack



WELCOME.

Planning for your campaign doesn't have to be a mammoth task and can be broken down into simple steps. Use this planning pack alongside the "Running a Campaign" workshop or by itself and you should be well on your way to running a campaign.

If you are using this alongside the workshop then the correlating slide number can be found under each heading.

SELF REFLECTION.

When planning for campaigns, particularly when the campaign is for an election, one of the first things you should consider doing is spending some time doing self-reflection. As this particular campaign revolves around you, where better to start?

Understanding you will ultimately lead to keeping things on track so it's as authentically you as possible. So on that, we've mapped out some questions that might help you along the way.

SELF REFLECTION QUESTIONS

WHY ARE YOU RUNNING?

WHAT IS IMPORTANT TO YOU?

WHAT DO YOU WANT TO CHANGE/KEEP?

WHAT KIND OF RELATIONSHIPS WILL YOU HAVE?

HOW WILL YOU DELIVER?

HOW DEMOCRATIC TO YOU INTEND ON BEING?

DO YOU HAVE ANY EXPERIENCE OR ARE YOU A FRESH FACE?

WHO ARE YOU REPRESENTING?

ANYTHING ELSE?

ACTION PLAN.

GOAL	TASK	ACTION	TIMEFRAME	DEADLINE
Successful voting period	Encourage people to vote	Post on social media	7 Mar – 9 Mar	9 Mar

Creating an action plan is a key tool for mapping out what your goals are, the steps you need to take to get there and any target dates. We've included an example below, and have broken this example down a little by each section.

>> GOAL

This is your big aim and ultimately what you're hoping to achieve. It doesn't need to be super specific as long as it's clear what you want.

>> TASK

Your task is the activity in which you intend to do to achieve your goal. Again, it doesn't need to be really specific as long as it's clear.

>> ACTION

Unlike a goal or task, this is where you are filling in the specific details of exactly the steps you need to take to work towards to completing your task and fulfilling your goal.

>> TIMEFRAME

This is the period in which you should be working towards, or, carrying out your actions to achieve your goal.

>> DEADLINE

This one's easy. It's the ultimatum of when you need to have completed all of your actions. Sometimes this can be moved depending on the circumstances, but in the case of elections voting, this is an ultimate and immovable deadline!

While the example has five columns set out in it with a few different headings, you can have less or more depending on what you find to be more useful to you. You may want to merge tasks and actions. Depending on who you're working with and the way you're delegating work, you might also find it useful to have a column that identifies who is going to carry out that particular task.

We've included a full page action plan template for you to fill in at the end of this pack.

PEOPLE

Beyond understanding yourself and what your vision is, a big part of an election campaign is people. People decide the outcome, so taking the time to ensure you've considered each individual will only help you prepare. We've included some food for thought questions which might be useful for you to consider.

- Who do your goals align with?
- Who are your manifesto aims going to impact?
- Who can help you?
- Who are you going to target with your messaging?

On the flip side of these questions, you could think about who you're not reaching out to, whether intentionally or not. This will help you understand any gaps you might have or help you clear up what your priorities are.

>> BUILDING YOUR TEAM

While there is no requirement for you to build a team, and you may choose not to, there are benefits to doing so. You'll be able to share your experience with them fully aware of your goals, you can bounce ideas off them but also have a support through all of it. But as mentioned, it's not a requirement and you might be more than happy to progress by yourself and that's absolutely fine too.

But if you do decide to build a team, this is where having the 'who' questions answered, and your action plan drafted will really help you in deciding who you should consider. Take a look at your action plan and think about what skills might be needed to work towards each goal, then consider your own skills in relation to it.

Are you perhaps someone that generally shies away from social media or are you a guru? Do you have

creative skills or are you someone who finds it easier to appreciate good design over creating it? If you're able to identify areas where you might not be so confident then this is the time to look to your circles. Have a think about who might share your values and you trust to invite to bring them onto your team.

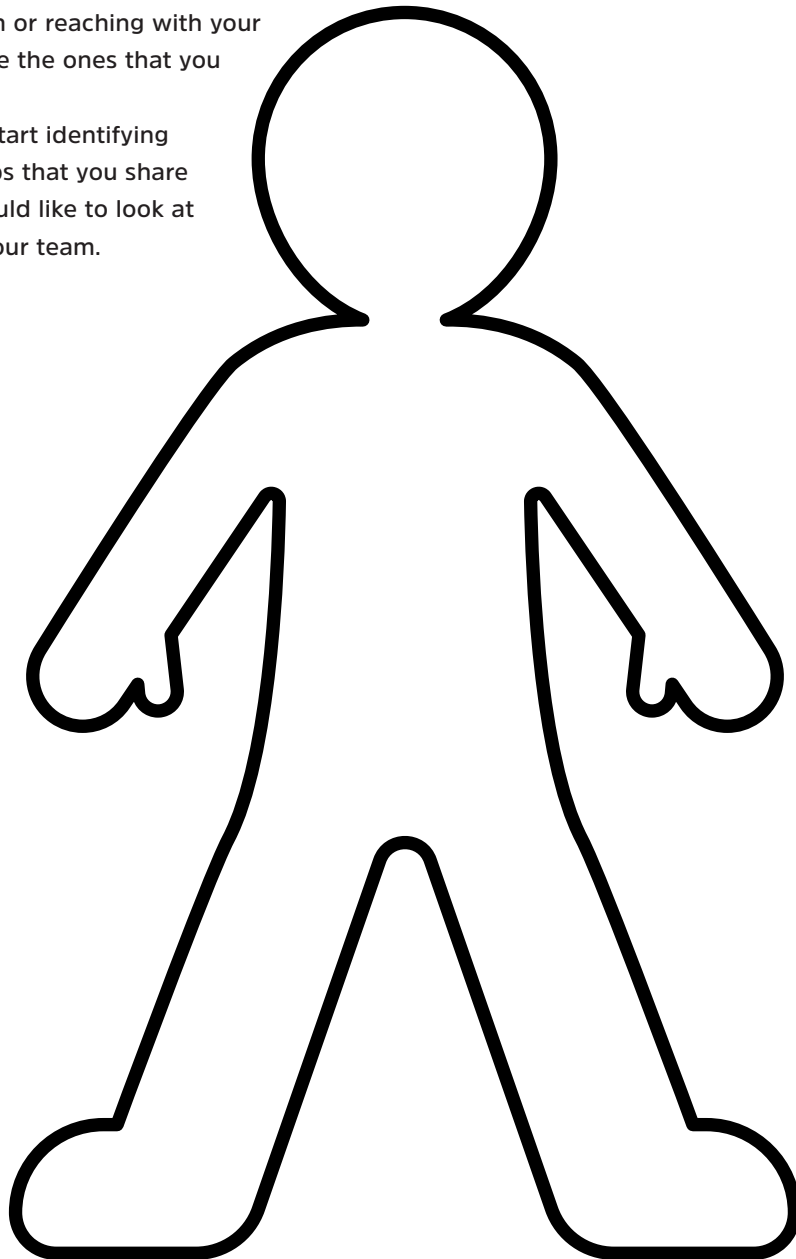
On the other hand, you might be a jack of all trades and not need anyone to help you. If that's the case then have a think about who you could look to for general support and can help elevate you. Or you might want to bring some people in who have access to circles that you aren't part of, and they can give you that access.

Once you've worked out whether to work alone or you've secured a team, it's key to set out some expectations on how you'll work together. Everyone needs to be on the same page to understand how much each person hopes to contribute, but also allowing there to be space so that if something were to come up, that pressure isn't being applied.

At the end of the day, everyone is volunteering their time and allowing people to jump in and out while keeping strong communications, will keep everything running smoother.

Use the image below to start identifying and mapping out the answers to all of the above.

- Split the area around the person in half and on one half identify who you are reaching with your communications and manifesto.
- On the other half those who you aren't communicating with or reaching with your manifesto, and circle the ones that you would like to.
- Inside the person, start identifying the people or groups that you share values with and would like to look at becoming part of your team.



RESOURCES & COMMUNICATING.

You might want to consider how you're going to create or gather resources alongside creating your action plan as that will identify what you want to achieve. It's also an ideal time to consider what your resources could be once you have secured your team and know what skills you now have access to.

During the campaign weeks there will be posters all around campus, and because of this it's very easy for students to miss them (it's called poster blindness). Try and make yours stand out – through comedy, colour, shape or size. Your posters should have your name, a photo, your key policies, details of how to vote, and any slogans you're using on them.

Remember that there is a limit on how much you can spend and you'll need to submit what exactly you've spent. However you really don't need much, if at all for campaigning. Get creative, the most exciting and eye catching campaigns haven't always had money thrown at them. But if you've not done so already, map out what you might want to create? Some examples we've seen are:

- Posters
- GIFs
- Images
- Banners
- Animations
- Videos

While you're pinning down your resources, have a think about how you might want to communicate. Are your resources going to be your main point of communication? Do you intend to host a Q&A or a live video of some sorts? You might want to incorporate when you deliver certain aspects of your communications as part of your action plan to keep it all in one place.

However, you might also find it useful to have your messaging mapped on separately to your actions and that's fine too. The key thing to take away is to consider when and how you'd like to communicate.

Top tip: If you've identified who you wanted to target in the 'Who' section of this pack, or who you're not yet targeting, this is the place where you can think about how to do that!

REFLECTING AND ADJUSTING.

An important part of any project regardless of whether it's for an election or some other campaign, is spending time reflecting and adjusting. While you may not have the time or resources to do alter too much, taking a look at what you set out achieve and whether you're heading there will allow you to understand your progress.

You might find that there are more opportunities for you to take, but that you don't have time to do them, and that's ok! This is a great learning opportunity and just having an awareness of some other things you could have done will be of value because you've already developed an awareness of that now.

Some starting questions to ask yourself might be:

- What is working well?
- What isn't working well?
- What have we learnt?
- What are our challenges?

You can carry out reflection at any point in your campaign, it will allow you to refocus and gather your thoughts. If you do this with your team, either you or someone might have come across a really exciting opportunity that you could try out. But it will also uncover some areas that haven't gone as planned. Maybe that group of students you were wanting to target with your communications haven't been seeing them. This is where adjusting your work could be beneficial to you. Some questions to think about:

- What could be tweaked?
- Do we have enough time or resources to implement it?
- What new actions might we need to take?
- Will any tweaks have an impact, or will it take us away from other goals?

TOP TIPS.

There's a lot of information in this, and it might not all apply to you. So pick and choose what works for you, but regardless of the result of the outcome, you will have learnt so much about managing projects and running a campaign. There's a lot of good to come from that.

Finally, we have ten top tips for campaigning.

1. Be confident!
2. You will get rejected, but that's ok.
3. Engage in conversation.
4. Don't be afraid to ask questions.
5. Be bright, bold and eye-catching.
6. Choose where you stand carefully on topics that students care about the most.
7. Utilise your campaign team and all of their connections.
8. Don't take yourself too seriously.
9. Have lots of material in your brand colours and theme.
10. Be friendly to your fellow candidates.

KEY DATES

Campaign planning 121s	16 Jan - 3 Feb
SMT discussion	16 Jan - 3 Feb
Manifesto Writing	2 Feb
Graphic Design & Video	15 Feb
Project Managing an Election	20 Feb
Public Speaking	21 Feb
Social Media	22 Feb
Wellbeing	23 Feb
Candidate Briefing	27 Feb

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