

HOW TO RUN AN ELECTION CAMPAIGN



PROFILE OF MY CONSTITUENTS

- **Analyze your constituency!** Consider how the following influence the **electorate's voting pattern** and interests: demographic profile, age groups, gender, education level, structure of the religious groups, rural vs urban, etc.
- Research the **election history** of the constituency! Is there a pattern you can identify?
- Recognize the **opinion leaders** in the constituency! They may come from: Business community, Elders, popular persons/ celebrities, etc. Can anyone provide a testimonial for your campaign?
- Identify the **communication channels** in your constituency! Specific ones like local newspaper, TV, radio or digital media like Facebook, Instagram and Twitter, or other mobile devices. Who can you reach through which channel?

FINAL REMARKS

- **No trash talking** on opponents!
- Always **be polite** and do not be arrogant! If you are pretty smart, you do not have to demonstrate it.
- If the election is lost, **congratulate with civility!** If you win, win with decency. Manners matter in a democracy and people have a long memory.

STARTING POINT

- Consider **specific issues for the region**/election ward which are both **important and controversial** to the people!
- If there is an **incumbent in the race**, analyze their political and personal profile! This includes: their age, gender, terms served, popularity, etc.
- **Develop your own profile!** What are your political and professional experience, new ideas, etc.?



NEXT STEPS

- **Identify campaign issues** which are promising and where your ideas address the people's interests!
- Design your **communication strategy!** Which channels are you prioritizing? Make effective use of digital media (Twitter, Facebook, Instagram etc.)!
- Design a **memorable logo**, color and claim/message/slogan (all of it has to be coherent in language and style)!
- Train your **public appearance** and review every performance to become better! Trustees should provide you with honest feedback.
- Set up your **campaign team** (volunteers) and office!
- Organize **regular meetings** with opinion leaders and multiplier to communicate your agenda without media! Word of mouth travels fast, and people hold it for more trustworthy.

