

ELECTIONS 2019: CAMPAIGN PLANNING

MDXSU Elections 2019

Being an effective campaigner in your election is a vital activity in getting students to vote for you. Trying to persuade people to vote for you is both challenging and exciting. During your election you will speak to more students than probably any other time whilst you are at University.

Taking some time to plan your campaign will help you, and your team in voting week.

Key Dates

DATE	ROOM	WHAT?
Friday 22 February, 12pm	Everywhere	Nominations close
Week Commencing 25 February (final date: TBC)	Everywhere	Once your candidacy has been confirmed you can start telling people that you are running in the elections from this date
Wednesday 27 February 4pm	MDX House	Candidate briefing / Candidate social
Saturday 23 February 10am-4pm	MDX House	Candidate boot camp - everything you need to know!
Monday 25 February 12pm	Everywhere	Manifesto deadline
Friday 1 March 10am	Everywhere	Voting opens
Tuesday 5 March, 5pm	The Quad	Candidate hustings
Thursday 7 March, 2pm	Everywhere	Final push! Voting closes at 2pm
Friday 8 March 6pm	MDX House	Results night

Campaigning rules

- Do not do/use anything that another candidate could not do/use
- Treat all students and staff with respect
- No acting as a Returning Officer (including no use of your own device to canvass votes)
- Only candidates who are society executive members registered with MDXSU may use society mailing lists to campaign
- Posters, stickers and promotional materials are only to be put up on approved spaces and walls
- No campaigning in the library or religious spaces
- Candidates may spend up to £40, with up to £20 being reimbursed by MDXSU (receipts!)
- Candidates may not use purple t-shirts in their campaigning
- Candidates may not campaign near ballot stations

Budget:

My campaign colour:

My campaign aim: To be successfully elected into the position of _____
in the MDXSU election.

My campaign objectives:

- To ensure students know about the MDXSU elections
- To make sure people know who I am and what I am running for
- To get students to vote for me

Your key
messages can
be taken
straight from
your manifesto

Key message 1

Key message 2

Key message 3

Key message 4

Key message 5

Key message 6

My campaign ideas...

ELECTIONS CAMPAIGN PLANNING

BUILD A CAMPAIGN TEAM

Ask friends to help you with your election campaign

Think about how you plan their time to reach the most voters

Get them to help you with different parts of your campaign - i.e. perhaps you know a designer, a speech writer or videographer

YOUR AIM, OBJECTIVES & KEY MESSAGES

Decide on your election campaign aim, most of the time this is to be elected!

Work out the steps you need to take to achieve your aim

Write down your key election campaign messages

UNDERSTANDING MDX STUDENTS

What different student groups are there on campus?

Where are the different places on/off campus that they go?

How will you relate your key manifesto messages to different groups of students?

BRANDING YOUR CAMPAIGN

How will students remember you?

What colour do you want to use for your campaign?

How will you tie your campaign together?

Think of a campaign slogan!

CREATE AN ACTION PLAN

Write your manifesto

Build a team

Design your campaign

Plan your time carefully in voting week

GO OUT AND TALK TO PEOPLE!

START DATE	END DATE	TASKS/ACTION PLAN	RESOURCES	WHO WILL HELP?	WHAT NEEDS DOING?	COMPLETED?
		Read up on the MDXSU elections and fully understand the positions available and rules.			<ul style="list-style-type: none"> Look on: www.mdxsu.com/elections 	
		Nominate myself!			<ul style="list-style-type: none"> Look on: www.mdxsu.com/elections 	
		Write my manifesto!		My campaign team	<ul style="list-style-type: none"> Think about what needs changing at Middlesex Attend a workshop Research with students 	
		Build my campaign team.			<ul style="list-style-type: none"> Think about all the different skills I need in a team and make sure I have enough people to help me in voting week 	
		Get new photographs done for my campaign.	Someone who can take photos		<ul style="list-style-type: none"> Ask MDXSU to do this if you don't have anyone to ask! 	
		Design posters and flyers. <u>Design two posters:</u> <ul style="list-style-type: none"> One with all the manifesto information included. One plain one that says who I am and what I am running for. Any other material I want. 	Access to a computer Completed manifesto		<ul style="list-style-type: none"> Research around what materials I want to make Find someone to help me make them, or design them myself 	
		Make sure my nomination is submitted and that it has been confirmed by MDXSU!			<ul style="list-style-type: none"> Check my email inbox and email studentvoice@mdx.ac.uk if I'm not sure 	

START DATE	END DATE	TASKS/ACTION PLAN	RESOURCES	WHO WILL HELP?	WHAT NEEDS DOING?	COMPLETED?
		Submit my A4 visual manifesto and plain-text version to studentvoice@mdx.ac.uk	Finished manifesto in .JPG or .PDF format		<ul style="list-style-type: none"> Finish my manifesto Send it to studentvoice@mdx.ac.uk 	
		Go to the candidate social in MDX House				
		Attend a candidate briefing (this is a MUST!)			<ul style="list-style-type: none"> If cannot attend either sessions, email studentvoice@mdx.ac.uk 	
		<u>Set up my presence on Social Media:</u> <ul style="list-style-type: none"> Create Facebook group Invite friends to the group Create a twitter hashtag Encourage my campaign team to use this hashtag 	Access to a computer and the internet			
		<u>Create campaign materials:</u> <ul style="list-style-type: none"> Make a banner Make t-shirts 	Banner Sheet String Paint T-Shirts			
		Write speech for candidate hustings				
		Plan my campaign team's time for voting week			<ul style="list-style-type: none"> Lecture shout outs Where to go on campus Where to go off campus 	
		Get posters up around campus in the agreed locations	Posters Blue-tac Pins			
		GO OUT AND TALK TO PEOPLE: IT'S VOTING WEEK!				

