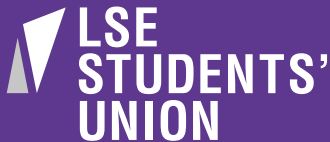


# RUN. VOTE. CHANGE.

HOW TO RUN AN ELECTIONS CAMPAIGN



VISIT [LSESU.COM](http://LSESU.COM) AND  
OUR SOCIAL NETWORKS





## INTRODUCTION

Campaigning for election is really exciting, but it can also seem a bit overwhelming. This booklet is designed to give you a brief overview of what works well and what to avoid. The main thing is to have fun and not worry too much about what other candidates are doing – focusing on your own campaign is the most important thing.

LSESU staff are here to help – if you want to talk more about how to run a good campaign or would like to find out what tactics previous successful candidates have used, get in touch with Laura Burley, Engagement Coordinator, at [l.a.burley@lse.ac.uk](mailto:l.a.burley@lse.ac.uk). Alternatively, you can pop into the ARC, 1st floor, Saw Swee Hock Student Centre. You

can also come along to campaign training sessions, which will be held in the lead up to the election.

Before you can start campaigning, chat to a few friends about what you'd like to do in your campaign and get a team together to help you. But be careful not to officially announce your candidacy before campaigning officially opens.



## **BOOKING A STALL ON HOUGHTON STREET**

Lots of students base their campaigns on Houghton Street, as it's the busiest part of the campus. Stalls are available for election candidates, so if you'd like to use a stall please let Laura Burley know as soon as possible. There are five available and they'll be allocated on a first come, first served basis. You can have a stall for up to four hours a day throughout the week of campaigning. But make sure you don't spend all your time on Houghton Street – students are on lots of other areas of campus too!

## **CAMPAIGN MATERIAL**

LSESU provides lots of campaign materials free of charge, including coloured paper,

pens, paint, Blu Tack, scissors, sellotape, string and other banner-making materials. You can access this in the ARC Monday to Friday, between 10am and 6pm, throughout the week that campaigning is open. Please put down old newspapers when you are painting, and make sure you clear up any mess!

## **BANNERS**

You can use the materials provided to make banners. Do not try to hang your banner yourself! The LSE Estates team will hang your banner above the old Three Tuns on Houghton Street. Booking a banner slot should be done via Laura Burley as soon as possible. Slots will be allocated on a first come, first served basis.

## PLANNING YOUR CAMPAIGN

It's useful to structure your campaign so that you know the steps you have to go through to get as many votes as possible. Splitting it into these three parts might help:

For example:

**Aim:** To get elected

### Objectives

- To talk to 500 people
- To reach a further 500 people through social media
- To get three endorsements from societies

### Tactics

- To visit five halls
- To put up 20 posters
- Make a banner
- Set up a stall on Houghton Street
- Attend two hustings

## DO:

- Write your manifesto, learn it, be able to talk about it and stick with it.
- Talk to people – on Houghton Street, in the Saw Swee Hock Student Centre, outside the LSE Library, via lecture shout-outs (with permission), at hustings...
- Have a catchy slogan.
- Get a Facebook page set up with your picture, slogan and manifesto written on it. Set it to private until campaigning officially starts, then all you have to do is set it to public and invite people!
- Seek club and society endorsements – but remember they're not the most important thing.
- When designing your posters or campaign materials, try to be creative. Try to make your campaign stand out from the others.
- Work out where your strengths lie – if you are better at talking to people one-on-

one, stay out on Houghton Street. If you are a genius at social media, then plan an extensive online campaign.

- Have fun! It might seem stressful at times, but you're going to meet some amazing people, get messy painting banners, experience the thrill of campaigning and influence LSESU and School policy. So enjoy it!
- Get a good team together.
- Take regular breaks – campaigning until 10pm on Houghton Street is not necessarily effective!
- Come and chat to Laura Burley in the ARC.

## DON'T:

- Rely solely on posters and social media to get your message out.
- Start to campaign before the mandated date and time.

- Neglect your degree – standing as a candidate is unlikely to count as extenuating circumstances.

## **HUSTINGS/‘MEET THE CANDIDATE’ SESSIONS**

Public speaking might seem a bit scary, but it’s just a matter of practice. There’ll be an opportunity to practise in the campaign training sessions, or you can also arrange time with Laura Burley to have a go.

### **TOP TIPS:**

- Time yourself
- Know your manifesto well
- Prepare answers to likely questions in advance
- Bring some friends
- Take deep breaths – remember, it’s completely normal to get nervous about public speaking

Below are some different suggestions for how to speak to students – they are your potential voters. You might want to stick just with one technique, or try combining different ones.

### **ELEVATOR PITCH**

Practise introducing yourself in 30 seconds. When you speak to students, you will only have a short amount of time to get across the things you want to say. The catchy ‘who-what-when-where-why-how’ technique works every time!

Who? Your name  
What... position?

Why? Three reasons why they should vote for you – focus on the positive  
Where... can they find out more?  
When... can they vote?  
How... can they vote?

## **BUT WILL STUDENTS CARE ABOUT WHAT I HAVE TO SAY TO THEM?**

We often hear that people are apathetic and that students don’t care enough about politics. This is a myth. Everyone cares about something; it’s just finding out what they’re interested in that can be challenging! It might sound a bit gimmicky, but the idea of the ‘apathy staircase’ can be really helpful. Start at the bottom and work your way up.

4. **Action:** Talk about how you are going to make this change happen and what they can do to help you.
3. **Visioning:** Illustrate that it is possible for their experience to change. Talk about how this would benefit them. What would need to happen to make this come about? Who makes the decision about this issue?
2. **Visioning:** Illustrate that it is possible for their experience to change. Talk about how this would benefit them. What would need to happen to make this come about? Who makes the decision about this issue?
1. **Experience:** What is the person’s experience of this issue? How does the campaign affect them?

## KNOW YOUR AUDIENCE

Turnout in LSESU elections is around 26%. This is much higher than most other Russell Group universities, but means that there are still lots of students who don't vote. Can you reach out to them?

- British, male, undergraduate students studying full-time are most likely to vote
- Postgraduates, particularly research students, are least likely to vote
- Fewer international students vote than home students
- Part-time students also vote in lower numbers

Spend a bit of time researching the issues that are important to these students, for example check out the LSE Students with Children group on Facebook and go to where they are. Research students hang out in the George IV pub for example, and other postgraduate students will be in the Postgraduate Common Room in 32 Lincoln's Inn Fields (LG.05a).

Putting your elections publicity into different languages could help too – why not translate your slogan into Mandarin with the help of a friend or Google translate? Even if the translation isn't perfect, students will appreciate that you're trying different things to appeal to them.

## THE SEVEN RULES OF SOCIAL MEDIA:

1. Stick to your message
2. Use photos, graphics and links to articles, not just text
3. Check your spelling and grammar
4. Don't spam people – a few short, catchy messages works better than overloading them! Would it be better to talk to someone rather than tweet?
5. Be careful who you entrust with your account details – would a friend post something detrimental to your campaign as a 'joke'?
6. Don't swear or use offensive or threatening language, even if it's meant as a joke
7. KISS – Keep It Simple Stupid!

## WRITING A GOOD MANIFESTO

A manifesto is a set of policies that you will implement if elected. When writing your manifesto, it's good to talk to your coursemates, housemates and friends about how they've found their School and LSESU experience, and what they think could be improved. Find out what the current officers are doing and talk about what you'd do differently, or what you would continue with next year. The same issues come up each year, so don't just talk about problems; offer new and creative solutions. But be realistic – know what is achievable in a year, and don't promise anything that is legally or financially impossible. For example, promising each student a bursary of £500 or unlimited free drinks in the Three Tuns might get you lots of support, but you're very unlikely to be able to deliver! It's good to have between two and four priorities and a further three or four

smaller issues that you'd address.

### **THERE IS A LIMIT OF 200 WORDS PER MANIFESTO AND SIX WORDS PER SLOGAN.**

We suggest you write your manifesto using our manifesto template. It will be published when nominations open online and it will be sent to you via email when you have submitted a nomination. The template makes it easier for students to understand your key points and to compare different candidates' manifestos, so that students are more likely to vote based on your policies.

Check out our blog ([llesu.tumblr.com/elections](http://llesu.tumblr.com/elections)) for manifestos from previous winning candidates.

Your manifesto can be submitted either with your nomination form or separately. They will then be published at [www.llesu.com/elections](http://www.llesu.com/elections).

### **SOME TIPS FOR MAKING A WINNING MANIFESTO:**

#### **MAKE A LIST OR A MIND MAP**

Start by making a list or mind map of the reasons you want to run in the elections and the types of changes you might make if you got elected. You can then use this as the basis of your manifesto.

#### **BE SPECIFIC**

Try to be clear and specific – people like to know exactly what you want to do.

#### **USE YOUR FRIENDS**

Test your ideas out on a couple of good friends. They should be able to tell you whether you have a vote-winner or not.

#### **IF YOU WANT TO BE AMBITIOUS...**

If you've got ambitious plans, have a chat with LSESU staff or officers about them. They will be able to help you find ways to achieve the things you want to do.

#### **USE A THEME OR GIMMICK**

If you're planning a theme or gimmick for your campaign, use it on your manifesto too. Catchy slogans can be a vote-winner.

#### **DON'T MAKE PROMISES YOU CAN'T DELIVER**

Students will see through this!

#### **LESS IS MORE**

Remember sometimes less is more – you might want to limit yourself to a few headline points. (Remember, there is a limit of 200 words per manifesto and six words per slogan.)

#### **MAKE YOUR NAME STAND OUT**

Put your name in big letters and make sure that it's the same name you put on your nomination form. There's nothing worse than voters being confused when they vote.

#### **ADD A BIT OF YOUR PERSONALITY**

Adding a bit of your own personality is good. It will make your manifesto appear unique and will give students some idea of what you stand for.

# GOOD LUCK AND ENJOY YOUR CAMPAIGN!

## **Any questions? Get in touch!**

Contact Laura Burley, LSESU Engagement  
Coordinator: [l.a.burley@lse.ac.uk](mailto:l.a.burley@lse.ac.uk)  
020 7107 7414

Or pop into the ARC in the Students' Union,  
Saw Swee Hock Student Centre, Monday to  
Friday, any time between 10am and 6pm.



VISIT [LSESU.COM](http://LSESU.COM) AND  
OUR SOCIAL NETWORKS

