



# Campaigns

## Your guide to electoral success

**LU DEN Women into Politics**

**01/04/2014**

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# What we will cover today



- **Your decision to run & for what election**
- **Building your team**
- **Research**
- **Your Path to Election**



# 3 Key Messages



- **Know your numbers!**
- **You don't need as many votes as you might think**
- **You do not need universal appeal**



# So! You want to run for election?



Helle Thorning-Schmidt



Angela Merkel, Francois Hollande



Elio Di Rupo



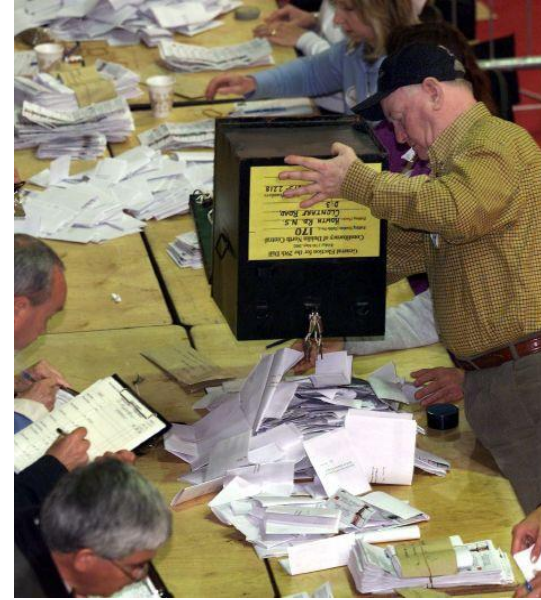
Mark Rutte



David Cameron



# Elected by the ballot box – and its TOUGH!



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# What victory looks like



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# What the reality looks like

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# Engage your electorate



Academic Research and Electioneering evidence both confirm that canvassing and voter engagement is the most impactful technique for getting elected.

Gerber & Green US  
Brannan & John UK





# Time to ask yourself....



- What skill, experience, passion do you bring to a campaign?
- Are you physically prepared for long hours, little sleep, snacking, poor lifestyle ?
- Are you prepared for probing questions from the public and media (have you a thick skin)?
- Have you anything in your background, that shouldn't be made public?
- Have you discussed this with your family in terms of the potential hours and the intrusion?
- Are you compromising on your job or your business or your family?
- How are you in both victory and defeat ?





So! Why do you want to run?



# Don't assume



Mistake #39

**Build It and They Will Come.  
Or Will They?**



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# Build your team



## How to build a movement...



Dear Lone Nut,



Who was your first follower?





# THE CAMPAIGN TEAM



# Listening to your team

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# Who is in your campaign team



Every campaign is different and every candidate is different.

## KEY MESSAGE

*If you as a candidate have only got three people on your entire team, one must be your campaign manager; one must be your election agent; the other needs to assist with admin and canvassing.*





The **Election Agent** Role may be filled by Party National Director of Elections or Constituency Director of Elections  
 The **Fundraising Role** may be filled by Party Headquarters or local Constituency Organisation



	Town / Borough Council	City / County Council	General / Legislative Election	Senate Election	European Parliament	Mayoral Election	Presidential Election
Campaign Manager	X	X	X	X	X	X	X
Admin & Diary Manager		X	X	X	X	X	X
Election Agent *(1)	X	X	X	X	X	X	X
Driver(s)			X	X	X	X	X
Volunteer / Canvasser Co- ordinator		X	X	X	X	X	X
Press Officer			X		X	X	X
Fundraiser *(2)			X		X	X	X
Online & IT Manager		X	X	X	X	X	X
Canvassers	X	X	X	X	X	X	X



# Your Campaign Manager



## Your Campaign Manager has five distinct jobs

1. To draw up along with you, your **campaign plans** understanding that **there is a huge difference between 'getting elected' and 'getting nominated'**
  - **Path to Selection**
  - **Path to Election**
2. To get your **candidacy launched**.
3. To get you **selected** as a candidate.
4. To build a team and **run the campaign** according to the campaign plan.
5. To get you **elected**.



# The campaign manager v's the campaign advisor



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# How many people do I need?



Do you have 3 friends or family or party supporters that could devote their resources and time to you and your campaign?

Depending upon your election type, you could do it with 2 or 3.

Yes it's easier with more.

But 100's of helpers don't matter if they are not working to the Path to Election Plan





# Other key roles

- Election Agent
  - Legislative details
  - Good with detail and legal matters
  
- Canvassing manager / Team
  - Implements canvassing strategy
  - Manages canvassing team
  - Good with people
  
- Online Manager
  - Builds & manages your social media
  - Good with tech and communicating





The candidate should NEVER attempt to be the campaign manager, irrespective of the size of the election





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**Where are all the votes!**

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# Where will the votes come from?



This question will have a different answer in each constituency and for each candidate.

Your research should potentially point to clues.

You need to set realistic targets for each area of your constituency.

The previous tallies are crucial here in making very good estimates of future voting patterns.



# 2011 General Election

Lowest actual first preference vote by Party that got elected to the 31<sup>st</sup> Dáil

Party	T.D	Constituency	First Preference % vote	Number of 1 <sup>st</sup> Preference Votes	First preference vote as % of total electorate
Fianna Fáil	Robert Troy	Longford-Westmeath	7.4	4275	4.9
Fine Gael	Sean Kyne	Galway West	7.5	4550	5.1
Independent	Maureen O'Sullivan	Dublin Central	11.96	4139	7.3
Labour	Kevin Humphreys	Dublin South East	9.88	3450	5.9
Sinn Fein	Mary Lou McDonald	Dublin Central	13.08	4526	8.0
ULA	Richard Boyd Barrett	Dun Laoghaire	10.9	6206	7.7



**Robert Troy (FF)**  
4.9%



**Colm Keaveney (Labour)**  
5.0%



**Sean Kyne (FG)**  
5.1%

On average they received just 5 votes out of every 100 voters registered in their constituencies.

**You don't need universal appeal to get elected.**

# 2010 General Election UK

**Actual first preference vote** by candidates related to total electorate

Party	T.D	Constituency	First Preference % vote	Number of 1 <sup>st</sup> Preference Votes	First preference vote as % of total electorate
Labour	Henrick MP	Preston	48.20	15668	25.6
Labour	Seabeck AJ	<b>Plymouth Moor View</b>	37.16	15443	22.62
Labour	Denham JY	<b>Southampton Itchen</b>	36.76	16326	21.72

Dear Candidate,



What is your number?



# How will you achieve your target number of votes?



By having....

- A canvassing plan
- A good Online strategy
- An advertising plan
- An effective poster plan
- A plan around direct Mail or email campaigning or a combination
- A plan for leaflets and literature you will use

**FAIL TO PLAN....PLAN TO FAIL**



# Step by Step



1. Begin to **build your team**, as early as possible.
2. Finalise your candidate selection plan '**Path to Nomination**'
3. Formally **announce your candidacy to your party**– (eg a formal letter to all voting delegates in your party; officially at a party meeting; in a letter to party leader)
4. Formally **announce your candidacy to the public** – (**E.G.** Press release your decision (Link to Communications section of document))
5. Seek out **media opportunities** on foot of your candidacy – (Link to Communications section)
6. Seek a **meeting with your party headquarters** (if you haven't already done so), or the most senior person in your party that is responsible for candidate selection and campaign strategy. Outline your 'Path to Election' document which demonstrates how you can win.
7. **Expand outside your existing circle** or geographical area – seek out meetings with potential supporters and or influencers throughout your constituency
8. Implement your '**Path to Nomination**' strategy in order to get selected. This will include operating within the specifics of the political party selection processes. Meet with local party members, constituency organisers, other public reps (where appropriate)
9. Seek out **speaking opportunities** in areas and with groups that are not familiar to you.
10. **Stick to your message** (reference communications piece) – practice it and refine it. It is in those small meetings and one-on-one sessions that you will find your key words and key messages.
11. Attempt to get **local and or national endorsements**
12. Update and improve your campaign plan '**Path to Election**'



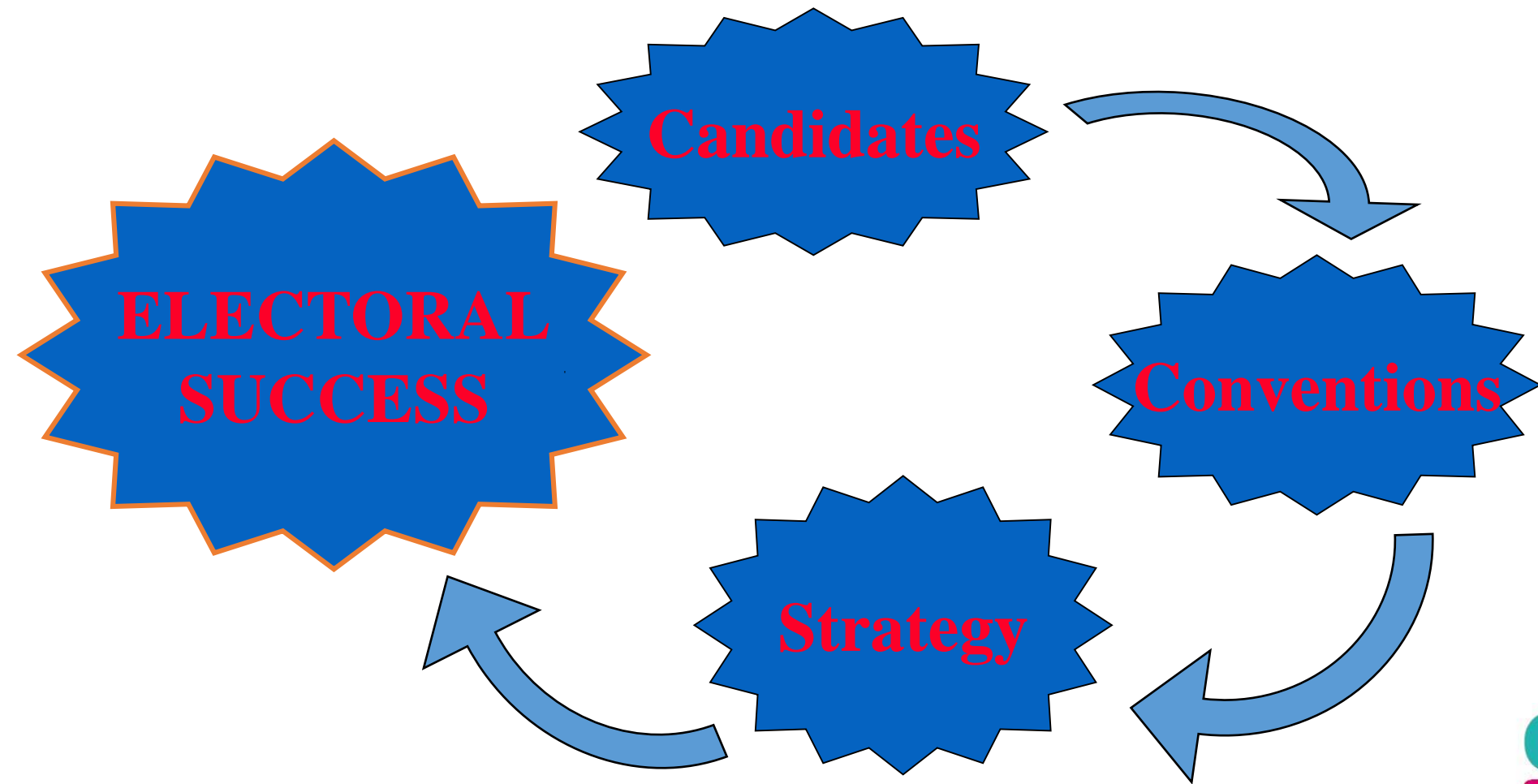


# Getting selected





# The candidate cycle



# Pre-candidate selection / Conventions



- Insider

- Raise profile
- Speak at meetings
- Constituency Officer
- Go for the key positions
- Run events
- Get experience of running campaigns

- Outsider

- Raise profile
- Develop network
- Get involved in Community/other organisations
- Media profile



# Know your system

## Candidate selection / conventions

- Who calls the shots?
- Who does what?
- Who, what, where, when, how?

## Nominations Process

- Who seeks nominations?
- Who can nominate?
- Units? Members?
- Understand the timeframe
- Get to meet members



# The strategy committee



- priorities
- assessment
- other parties

**Recommendations**



# Your Challenge



- Know your electorate
- Canvass everyone
- Build a team
  - Recruit people who add value
  - Find 'Champions'



# The details that matter



As an election candidate, you will not be expected to know the minutiae or intricacies of all the various pieces of electoral legislation and regulation BUT someone on your team MUST know!

In all cases it is advisable to seek the advice of an experienced Election Agent or Director of Elections, via your own party structure.

For Independent candidates, it may be necessary to refer such matters to a solicitor, if you do not have access to an experience Election Agent or Director of Elections. For all electoral legislation visit

- Worldwide: <http://www.ipu.org/parline-e/parlinesearch.asp> and <http://legislationline.org/>





# Challenges while running for election



# Public Scrutiny



FEBRUARY 9, 2014

## PRESIDENT FRANÇOIS HOLLANDE: TRAVELLING ALONE

POSTED BY ALEXANDER STILLE

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COMMENTS



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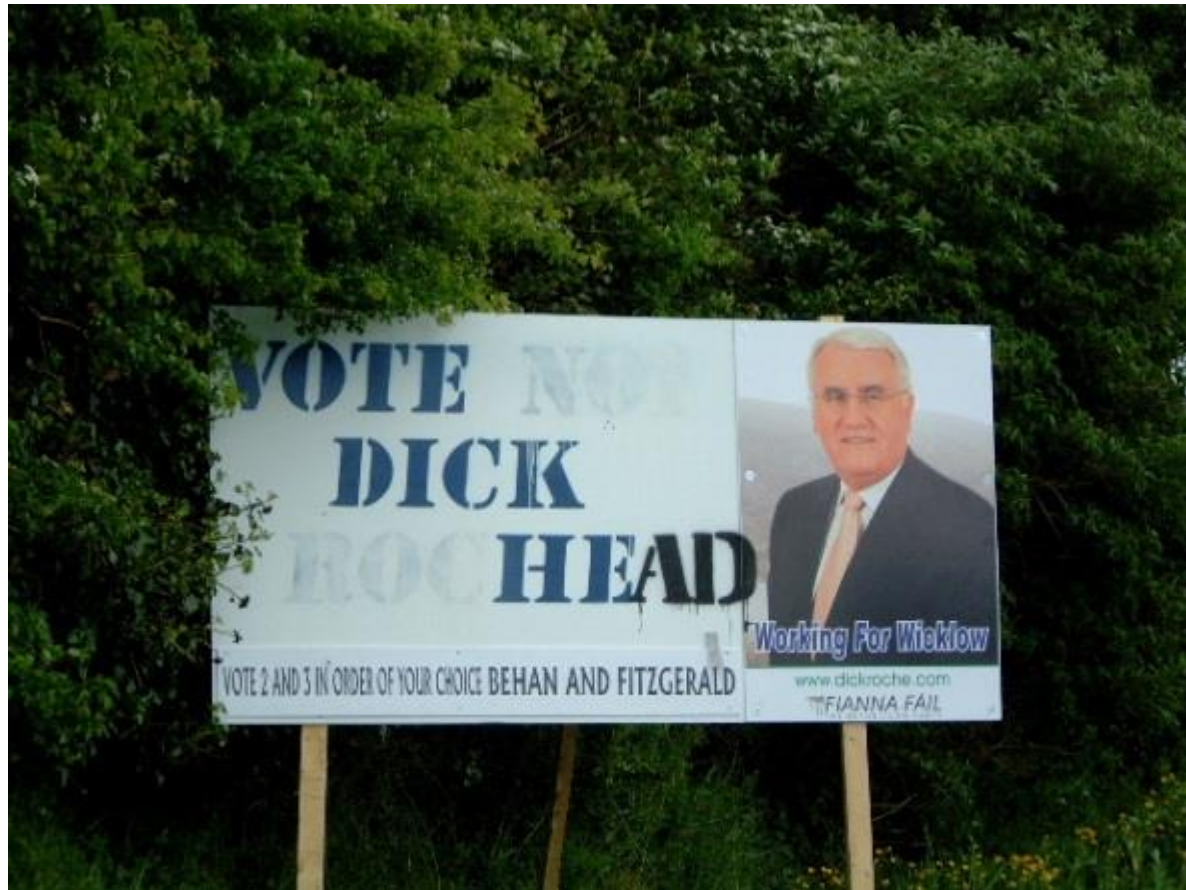
# Sexism?



Last year, Cecile Duflot, the French housing minister, [endured wolf-whistles as she delivered a speech](#) in the national assembly. Defending the incident, Patrick Balkany, who is close to Nicolas Sarkozy, said he was merely "admiring" Duflot, adding that she had chosen [the dress she was wearing](#) (a fairly conservative floral dress, if it matters) "so we wouldn't listen to what she was saying". Another politician said the wolf-whistles had been "in tribute" to her.



# Personal criticism



# Silly Mistakes!



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Emma Kiernan, Newbridge Town Council

Are your family happy to participate?



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# Even sillier mistakes!



# Managing family life and politics





# Next Steps



# Start early



- The electorate do reward early contact with candidates and they do reward contact with candidates outside of election cycles.
- It's never too early to start your political campaign. avail of any opportunity to increase your profile and enhance your candidacy.
- Set out in your campaign plan what the campaign structure will be based on available resources and available personnel.
- Be realistic; don't put people in roles, where they can't commit full time



# Voting



- Understand the voting rights within your country
- Ensure you have access to the register of electors
- Ensure everyone you know and their families are on the register of electors
- Encourage and help your constituents to add themselves to the register of electors



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# Key ingredients to your success – Voter Contact!



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# Final Words



The smallest team can win

The biggest spenders in elections don't always win

You don't need as many votes as you think

Go build a team and make it **your** team

Ask for help!

You can do it!





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