



Students' Union Elections – Spring 2010

# City University London Students' Union

Good Campaigning Guide  
Spring 2010



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# The Good Campaigning Guide

Welcome to the Student's Union elections for Spring 2010.

This guide is designed for candidates who have submitted completed nomination forms and who are eligible to stand for election. It is intended to guide you through the campaigning process, to help you avoid common mistakes and to help you to make the most of your campaigning opportunities.

**All candidates must attend the Candidates' Training in the evening after the registrations close.** The training will be held in Convocation Suite on Monday 15<sup>th</sup> March from 6.00 – 7.00pm. If you cannot attend, you must inform the Deputy Returning Officer (DRO) in advance and arrange to meet with him individually by 5pm on Wednesday 17<sup>th</sup> March.

Please make sure that you read the Election Regulations and this Campaigning Guide carefully, so you are absolutely clear about what is and is not permitted as part of your campaign.

**You and your supporters may only actively campaign during the campaigning period.** This starts at 9am on the Wednesday after nominations close, and ends at 5pm when voting closes (usually 2 weeks later).

### Campaigning Core Principles

All campaigning for the elections should fall under the four core election principles:

- FAIR** It is unfair to damage other candidates' campaigns, for example, by removing campaign materials. A fair alternative would be to make your campaign bigger and better to highlight your qualities.
- Do not remove or deface other people's materials.
  - Voting is the individual student's choice. They can choose whether to vote or not and if so, for whom

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- Ensure that your campaigning is not offensive.
- Provide an equal opportunity to all.
- Don't discriminate in who you talk to.
- Share common information (how to vote, where polling will take place etc.)
- Keep within your budget limit (if applicable)
- Listen to all views.

### SAFE

Candidates should avoid confrontations with opposition candidates or supporters. Any form of violence, intimidation or personal 'smear' campaigns will not be tolerated and will lead to disciplinary action and possible exclusion from the election. Do not cause any danger with your campaign materials or campaigning tactics. Avoid anything which may endanger yourself or others, in your campaigns.

- Do not do anything which may put yourself or others at risk eg climbing statues/buildings to place posters etc. No dangerous gimmicks or behaviour.
- Do not place posters except in approved locations. They will be taken down for safety reasons.
- Use caution if giving your personal details.
- Think carefully before campaigning alone.
- Think about where you are stopping and talking to people  
- is it safe?

### LEGAL

We will not tolerate any behaviour which may constitute a breach of the law or of election regulations, Union policy and University regulations.

- Read the Election Regulations carefully and ensure you follow them. [You can access them here](#) under Elections.
- Follow the University and Students' Union policies.
- Do not slander or be dishonest about other candidates.
- Do not discriminate for any reason.
- Do not let your campaigning become harassment.
- Do not use the University logo, but you may use the SU elections logo. Ask at the SU Main Office for a copy.
- Do not campaign in excluded areas (ballot stations) as notified

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in the Elections Regulations.

- Do not exceed your allocated budget (if applicable).

**POSITIVE** Always highlight the strengths of your own campaign, rather than outlining the failures of others. Campaign for the advantages you will offer if elected.

- Don't talk other candidates down - state why you are better.
- Tell students about you and your aims.
- Have fun campaigning.
- Be respectful to other candidates.
- Cheer all candidates and wish luck to all.
- Plan your campaign with friends and get them involved.
- Above all smile!

If you work within these core principles, you will be on the right track to running a successful campaign.

### How to run a Great Campaign

- Be Imaginative: Campaigning is about a lot more than flyers and posters. Do something that stands out from the crowd (while staying within your budget, if applicable).
- Getting elected is all about being seen and remembered, (preferably in a good light!)
- Talk to students as much as possible - about yourself, your views and your manifesto. This not only helps them to decide who to vote for, them but also enables you to improve your ability to communicate effectively in different situations.
- Remember to talk to 1<sup>st</sup> year students - they are more likely to vote than other years. They are likely to be on campus at some point in the day.
- Talk to key people in clubs and societies. They are active students and know what the Students' Union does.
- Go to where students meet and talk to people. Students are more likely to vote for you if they can put a face to the name.

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- Target main entrances. Students are likely to vote as soon as they can when they come in to get it over and done with, so get to them early. But make sure you do not block access to the building.
- Leave plenty of manifestos and/or fliers on coffee bar tables. Students do discuss elections and who they are going to vote for over a coffee, so make sure you are well represented.
- The lecture address. During the campaigning period, take a couple of minutes at the beginning or end of lectures and let people know that you are standing. Always ask your lecturers for permission first.
- Take fliers/manifestos to lectures - in fact keep them with you at all times as you never know when a canvassing opportunity may appear.
- Take advantage of Question Time to enable your electorate to hear what you have to say and to ask you questions.
- Set up a private Campaign Group on Facebook. This must be approved in advance by the DRO and you may not invite anyone to join until the campaigning period begins. You may message members of your group as much as you like.
- You may not use City University mailing lists to contact students. If you wish, you can provide an email address where candidates may send questions to you. You should provide this when you submit your Registration Form and we will add it to your online manifesto. We recommend that you set up a special webmail account for this purpose.
- Be friendly, courteous and genuine. Listen and respond to your electorate.
- Campaigning for elections is very tiring. It is a really good idea to get as much support as possible. Try and get together a reliable campaign team and make sure that your team are all aware of the rules for campaigning.

### **Negative Campaigning**

It is tempting during an election campaign to focus on other candidates' activities or statements. Whilst you may challenge their views in the proper forum (such as Question Time), negative campaigning targeted against another candidate will not be tolerated within this election.

- Do not post any comments of any kind on another candidate's Campaign Group on Facebook.

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- If you make a campaign video, it must be about your campaign only and not used to smear fellow candidates.
- There is an expectation of all candidates to remain courteous at all times with regard to their peers. You are also reminded that all campaigning activity must be in keeping with the University values and behaviours statement which can be read at: [www.city.ac.uk/aboutcity/values.html](http://www.city.ac.uk/aboutcity/values.html)

### Question Time

- Question Time is held during the campaigning week of the Spring Elections and is chaired by the DRO. You are strongly advised to attend.
- Time(s) and location(s) will be given to all candidates when they attend the Candidates' Meeting and will also be posted on [www.culsu.co.uk](http://www.culsu.co.uk)
- Question Time is a great opportunity for you to speak directly to your electorate. It is also their opportunity to ask you questions about your campaign and manifesto pledges.
- All candidates for FTO posts have the opportunity to make a 1 minute speech about their campaign. Remember the points about positive campaigning! The Chair will stop you when your time is up.
- Questions from students will be submitted in advance via the SU Main Office and the Chair will invite the candidates to respond in turn. Candidates' responses are given in a different sequence each time.
- The Chair has the authority to curtail debate on issues that are deemed to be outside the scope of the election or inappropriate or offensive.
- Candidates are strongly advised to attend but it is not compulsory

### Public speaking – a few tips

- Take the time to think about what you want to say. A few minutes before a presentation of any kind is not the time to think about what you want to say!
- Make sure you have written your manifesto and you know what your campaign goals are so that you highlight these points when you speak.
- Don't try to cover too much – keep it simple and concise.
- To help you keep to the point, use cue cards to prompt you.
- If you stumble over a word don't rush on. Go back and re-cap to make sure you are delivering the right message.



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- It is OK to pause and think if you lose track.
- Before you get up to speak take a few seconds to control your breathing and calm yourself down.
- Smile at your audience – it makes a big difference to how you are perceived
- Be prepared to answer questions and keep the question in mind to ensure that you don't stray off the point.
- And don't forget to say who you are at the beginning and the end of your speech so that you fix your name in their minds.
- Remember that you will have a great opportunity to answer questions at Question Time.
- You will find more useful information on public speaking on the [Toastmasters website](#)