

Introduction

This manual is intended to outline the basic components of an election campaign and the candidate's role. It is by no means exhaustive. Each module could be expanded to greater detail dependent on the time available.

The basis of a good campaign is planning. These skills are emphasized throughout, whether it is in building a team or planning the candidate's activities with the media and voter contact.

This planning should, in our view, begin well in advance of the actual electoral campaign--at least one to two years. Preferably, the planning for the next election begins the day after the last election.

It is recognized that some countries do not have official political parties; others have political societies; others have neither with all candidates running as independents. We have attempted to outline the elements of campaign planning which apply in all systems.

It is also recognized that cultural customs vary and that each country is at a different stage of democratic development. It is important that participants using this manual review and apply the principles within the context of their culture.

A good campaign does not ensure electoral success. There are many extraneous factors that can affect the outcome of an election. However, the skills learned during a campaign, the issues addressed, and the privilege of participating in the governance process contribute significantly to the development of the democratic process -- a process that is not implemented simply to give power to elected officials but to the voice of the people.

The decision to participate in an election is a major one. It requires some degree of bravery, confidence in oneself, and especially, a dedication to your municipality and nation. In the world of increased globalization, where the events taking place thousand of kilometers away affect our everyday life, the wisdom of all members of society are needed to make the complex decisions in the 21st century.

This wisdom must be that of both women and men. We can no longer afford to ignore one half of our population as we seek world peace, human rights and economic and political justice.

As women, participation in these issues, is our responsibility and our right.

AGENDA

for

“ TITLE OF SEMINAR “ dates

Day 1:

1. Welcome
2. Introduction of Translators, Facilitators, and role of NDI & IRI
3. Participants' Expectations & Priorities
4. Description of workshop -- intent, length and agenda
5. Module 1 : The Candidate -- Roles and Responsibilities
6. Module 2 : Team Building
7. Module 3 : Volunteer Recruitment

Day 2:

8. Module 4 : Campaign Planning
9. Module 5 : Finances and Fundraising
10. Module 6 : Communication with the Voter -- The Message & Presentation

Day 3:

11. Module 6 con't: Communication with the Voter -- Materials and Media
 Communication with the Voter -- Direct Contact

12. Module 7 : Election Day and Beyond
13. Wrap up and completion of Evaluation

Module 1

The Candidate: ROLES and RESPONSIBILITIES

Deciding to run as a candidate in an election is a major life decision on two levels:

- 1) the actual work involved in running, and
- 2) what happens when you do win.

Political life is not like any other job. There are many roles one assumes as representative, educator, leader, manager, organizer, and visionary.

This is equally true whether you are a candidate or eventually elected.

A Candidate must have an idea of what it is they wish to achieve

- if you are representing a political party or society, you will represent the program of that group;
- if you are an independent candidate, you will have to develop a vision and a program you wish to achieve.

Roles

The first question everyone considering entering politics should answer is:

Why do I want to be involved in politics?

And secondly,

What do I hope to achieve?

When answering the above questions, consider :

- what constituency you could best represent;
- identifying who might support you, who would definitely not support you and who might be convinced to support you;
- what strengths you bring to your party/society or as an independent candidate;
- your profile in the community - through your work or other activities;
- what the level of support is from your family;
- the role of the office for which you would run as a candidate. Do you understand it;
- possible financial implications for you both as a candidate and when you win;
- any areas in which you feel you need assistance -- for example, public speaking, program development, recruiting volunteers, child care?

Responsibilities

Every Candidate is a **representative**:

1) knowing your legislative duties and responsibilities;

2) Listening is a major responsibility of a representative. Many people think that the major role of the politician is to give speeches. Equally important is listening to what your potential constituents concerns are.

“Structured” listening -- through meetings, small gatherings and debates -- are important as is just simply talking to individuals about their concerns and hopes for the future.

3) Through meeting constituents and research, as well as through your own experience, you will develop a vision for your constituency.

Every Candidate is an **educator** :

- 1) by explaining your program or that of your party to the public;
- 2) by informing the public about their rights as a voter and the registration and election process;
- 3) by sharing your analysis of your society and what can be done to improve it.

Every Candidate is a **manager**:

- 1) Planning, planning and more planning is the key to success. A Candidate (and elected members) must be able to organize their time and often the time of employees or volunteers.
- 2) Time management: both personal and professional is key to coping with the many demands of the candidate's role.
- 3) One of the major challenges will be the management of information and demands. Often the demands will be competing -- e.g. one person will want more money spent on education, another on assisting business. Information can be selective and at times confusing. Knowing how to organize this information is essential to having a clear message to the elector.

ACTIVITY:

Participants will outline why they are considering becoming a candidate and what they hope to achieve.

Module 2

TEAM BUILDING

A campaign is about pulling together supporters to help you get elected. Some say campaign planning begins the day after the last election. If possible, begin planning one to two years before the next election.

A good plan is often the key to victory. Without a written plan, you may be rushing from one crisis to another, with no time to implement an overall campaign strategy.

A campaign plan is your campaign's road map, charting the course, which offers the best opportunity for victory. It should guide you through each decision from time scheduling to advertising to controlling expenditures. If you are running for a Party/Society, they may have developed a strategy already.

FIND OUT !!

Does you/your party/society have a strategy or plan that they would like you to follow?

Campaigns usually include the following areas:

- campaign strategy
- campaign research
- targeting voters
- voter contact plan
- campaign plan
- election day operations
- campaign message
 - decision making during campaign
- organization & structure
- communication plan
- calendar and maps
- team building/volunteer recruitment

- No one person can do all these things (plus many more). You need a team, paid or unpaid (volunteers) that you can count on.
- All people who support you are a part, or should be a part, of the Plan

FIND OUT !!

Is your Party/Society providing someone to help organize the campaign in your constituency?

Will your Party/Society have a regional or local office in your area ?

Does your Party/Society have a membership list that you could use for volunteer recruitment?

- If your Party/Society is not providing you with a campaign team, or if you are an Independent candidate then you will have to bring together a group of people to help you campaign.
- You cannot campaign alone. Ask friends, family, coworkers, neighbours, and other people who share your viewpoint, if they can help, even in a small way. Your Party's/Society's membership list is also a good place to find supporters.

A campaign team includes....

Candidates

--Present your message to voters. Candidates should not be their own campaign managers. They must be able to delegate duties.

Campaign Manager

--Overall organization and delegation of responsibility and scheduling of the candidate. A knowledge of politics is not the number one requirement. One needs to be able to handle and motivate people, a good sense of organization, the ability to delegate, confident decision making, and a good sense of humour.

One person can manage more than one candidate.

Legal Advisor

--Responsible for knowing the election rules and procedures and their application.

Accountant/Treasurer

--Responsible for the legal accountability of the whole campaign including financial records, accounting, receipts, and contact with official election bodies.

Voter Contact Manager

--Organizes the contact of voters, assigns voter contact jobs to volunteers, works with campaign manager for scheduling of candidate's time, keeps lists of identified voters, etc.

Communication Manager

--Organizes media interviews, liaises with the central office of the Party/Society if applicable to ensure material is available, possibly develops material for constituency use.

Election Day Organizer

--Organizes volunteers to work election day to help get your vote to the polls.
Tracks the results on election day to make sure all your identified supporters have voted.

Campaign Workers

--Go with the candidate or on their own to visit voters and present your viewpoints and strengths, work on advertising, fund raising, prepare and send out information, make signs and posters, get supporters to the polls on voting day, do child care for workers, etc...

Things to Remember when bringing your team together...

- You can never have too many campaign workers.
- People are more likely to help if given a clear, specific time limited job to do (e.g.. voter contact every Tuesday night)
- Candidate should try and recruit campaign workers from within their constituency.
Look for volunteers from each area within your constituency.
- Try to have men and women on your team to demonstrate broad support.
- Try to get people who are well respected. This can provide additional credibility to your campaign.
- Teamwork is critical but someone does have to be in charge.
- Campaign volunteers get tired. Don't forget election work is another

responsibility in their already busy lives.

- Part of your job as candidates is to keep the team motivated and functioning as smoothly as possible despite personal differences ... have the team meet at regular times during the day and/or week before and during the campaign
- Remember the overall goal is to build a team of committed people who can work together over time. There will be more elections in the future. Building a good base now may spell success later if not this time.
- When you have a strong team, you as candidates, can concentrate fully on meeting people, attending public meetings, listening and getting your message to the voters.

ALWAYS THANK CAMPAIGN WORKERS NO MATTER WHAT THEIR CONTRIBUTION MAY BE!!

ACTIVITY for Team Building

- Identify 4 potential team members for your Election Planning Committee
- what will each person identified be asked to do
- when & who will ask the individuals

Module 3

Volunteer Recruitment

All campaigns have three elements: time, money and people.

Volunteers are essential to any campaign. The more volunteers you have, the more effectively you will be able to use your time. If you do not have a lot of money, volunteers can make up for this to some extent and demonstrate to the public the broad support that you have.

Volunteer recruitment is an essential part of the candidate's role.

If you have problems in recruiting volunteers, this may reflect the level of your support at the polls and depth of support that you have. A plan of recruitment is necessary. You should not be discouraged if the first few people you approach decline to assist you. Persistence pays off!

A Recruitment Plan:

- the first step is to be clear about what you stand for and why you are running. In order to convince volunteers to assist you, they must be convinced that they are working for a vision that is important to them and that it is one that they share with you.
- try to approach a broad range of people: men, women, youth. Identify any groups which might support you, including, but not just, your family.
- define the time commitment you need and what each volunteer is able to give.
- be very clear about what responsibilities you need the volunteer to assume.

Inserts

Volunteer data collection sheet

ACTIVITY:

How would participants recruit volunteers

Module 4:

CAMPAIGN PLANNING

The organization of a campaign can provide a systematic approach to contacting voters to determine your support. Who is really going to vote for you and how you keep track to ensure that they do get to the polls on Election day is the challenge for all campaigns.

Campaign Resources

- If possible, it is good to have a campaign office ready before the election officially begins.
- Several candidates can share one office.
- The office should be accessible to the public so they can come and get material about the candidate(s), the programs, and the Party/Society if applicable.
- If there is time and money, an office should have a phone and basic office equipment. If money is limited, at least have tables, desks, lights, paper, pens, campaign information.
- If there is no money for rent or you can't get a space, use someone's home or workspace.

Research & Maps

- You will need good maps of the area -- streets, road and of the whole constituency.

These will assist you in planning voter contact. Maps can be very useful in marking your progress. For example, showing what areas/streets have you visited, what groups you have contacted, etc..

- You should have information on such things as:
 - key voter issues in your area;
 - identify and prioritize key areas of support;
 - your opponents' message & programs;
 - background information to support your campaign message & programs;
 - political, economic, and social development in your constituency.

- This type of information can be very useful for speeches, voter contact, rallies, debates, round tables, meetings, media events, etc.

Targetting Voters

- Why Target Voters:

Targetting is important for two reasons. First, you want to conserve precious campaign resources of time, money and people. Secondly, you want to get your message to voters who are most likely to vote for you.

- How to target Voters:

There are two ways to target voters: geographically and demographically.

--Geographic Targetting:

This is trying to determine who might vote for you based on where people live. For example, you may know that people in your neighbourhood will support you but a few blocks away you think they will need to be convinced. Therefore you want to spend more time on the area outside your neighbourhood contacting voters.

--Demographic Targetting:

This is assessing what groups are most likely to vote for you and which groups are not. These groups can be based on age, gender, income, profession, education or occupation.

Your campaign team should attempt to review your constituency in order to try to identify the areas of support and possible support. This is not a perfect science but can be very useful in using your resources in the most effective manner.

The following chart provides an outline of how to relate targetting to your campaign:

Likely Supporter: A - solidify support base-send material, possible visit (these are also your potential volunteers and a visit may be needed to seek their assistance).

Potential Supporter: B- primary focus for message, communication and visits. This is the group which you will target the most--with visits by the candidate and volunteers, literature, etc.

Unlikely to Support: C- low priority, may be some communication--e.g. a brochure--but you will spend very little time on this group.

Calendar / Time Management

- Use large calendars & several small ones that are displayed.
- Mark on the calendar(s) all events, meetings, deadlines, voter contact and other important activities.
- Use calendars to plan your voter contact to ensure as many voters are contacted as possible before election day.
- Don't forget to schedule your commitments.

Inserts for Campaign Planning

--Election calendars
--Maps (if available)

ACTIVITY for Campaign Planning

In small groups:

- *list 5 or more sources where you would find information on issues;*
- *list 5 or more groups for target support and plan how and when you will meet them;*
- *discuss various methods to determine target areas of support.*

Module 5

FINANCES AND FUNDRAISING

Fundraising has at least two key purposes in electing candidates. It raises necessary money, as well as assist in developing a support base by reaching out to people and asking for their support--financially this time.

The rules around financing and fundraising are established to ensure transparency, accountability, responsibility, and compliance.

FIND OUT !!

Who can you contact for information regarding election related financial matters?

- Most campaigns need more money than they can raise within the campaign period , so this should be on going. Fundraising should be a part of any election planning process.
- Candidates and their party or supporters raise money from those people and organizations who support their vision, goals and program.
- These organizations might be: businesses, unions, women's groups, family members, local individual supporters, associations etc.
- Be open with people who support you about the amount of money needed and for what it is to be used.
- Money may also be raised through fund raising events.
- Ultimately the accountant/treasurer is responsible to record the money that is donated, give out receipts, keep accounts of debits and credits, liaise on these matters with the appropriate authority, and make financial reports available to officials and the public.
- The accountant/treasurer must know the financial rules as set out in the electoral rules.
- Don't forget though-- having & spending the most money does not necessarily equate to greater electoral success

FIND OUT !!

Will funding be available from the party/society to campaign?

If you raise money, how much will remain in the constituency, how much goes to the Central office of your Party/Society?

Is the Party/Society planning any fund raising events in your area?

ACTIVITY for Finances & Fundraising

--Group work considering realistic fundraising activities

MODULE 6

Communication

Any candidate or elected member must be able to communicate with the electorate.

WHAT you tell the voter and **HOW** you give your message can make a large difference in election results. There are three basic rules in communication:

- be **CLEAR**
- be **CONCISE**
- be **CONSISTENT**

To achieve this, you need to be clear on what you or your Party/Society are going to do if elected. This is your “message”. We will look at a number of ways that you can get your message out and communicate with the voter.

Communication in a campaign includes four major areas:

- message
- presentation
- material and media
- voter contact

MESSAGE

- Vision

The vision is what you (or your party) sees as the primary task of the elected role. Whether you are a party/society or independent candidate, you should prepare a 150 word statement on what the vision of your program is.

- Goals

This is an explanation of what the vision hopes to achieve (e.g. a more sustainable economy, raising literacy by 40%, better health care in rural areas).

- Programs

These are **HOW** you will achieve your vision and goals. They are more detailed plans on what you or your party will do if elected. Programs should be specific. Where possible, show the source of revenues and expenditures to achieve the program goals.

Depending on the office for which you are a candidate, programs should be developed on such issues as:

- sustainable economy
- urban and rural planning
- environmental protection
- public utilities and infrastructure
- consumer protection
- education
- health
- social services and housing
- human rights
- international and regional affairs

- You do not need to have all of the answers but voters will want to know that you or your party have an overall vision for your constituency/ country and the skills to find the necessary solutions.

- It is important for the independent candidate or the party candidate to have a pamphlet which can be handed out to voters that clearly outlines programs. While there may be very detailed programs available, most voters will want a summary of your ideas, short and long term goals and the key aspects of your program.

- Obviously, your program should be related to the responsibilities of the elected office. for example, municipal councils operate under different legislation and have different responsibilities than Parliaments.

Remember -- voters want to know that there is a clear plan in place and that you know what you would do if elected. Even if they disagree with aspects of your program, they may vote for you if they feel that you have analyzed the situation thoughtfully, designed workable solutions and have an open minded, consultative approach.

- Slogan

Very often a campaign has a slogan which, in a few words or a phrase, essentially sums up what you and / or your party stands for.
A good slogan helps the voter to easily distinguish you from your competitors.

Activity:

Sharing of slogans that participants have seen that were effective.

In small groups, participants will develop a model program for a common issue such as: improving health care in rural issues.

CANDIDATE PRESENTATION

This is a very important aspect of campaigning as many voters--even those who disagree with you politically--may vote for you or your party/society if you are confident, knowledgeable about the issues, considerate of others, inclusive, honest, ethical and sincere.

Most voters are looking for someone who can lead, make fair decisions, problem solve efficiently and remain professional under pressure.

- Your general presence and approach should be calm, reasoned, attentive, friendly and open.
- Do not respond to aggressive voters with hostility. It is better to avoid unpleasant confrontations. Just thank them for their time and move on. This does not mean, however, that you cannot debate your position assertively.
- Do not make election promises that are impossible to keep. If you win, electors will remember these promises and accuse you of deception if you have not been straightforward.
- Be honest if you do not know the answer to a question. Offer to return with the answer when you have it.
- For some people, public speaking is rather frightening. Therefore, you should write out your speech ahead of time and practice delivering it with someone on your team. Often debates and meetings will limit the time allowed for each candidate to deliver their speech and answering questions. It is very important to plan within these limits.
- When practicing, have your team member make comments: should you slow down or speed up, raise or lower your voice, do you look at the audience while speaking etc.?
- In general, speeches sound better if not read, however, this takes considerable practice and if you are not comfortable, try to make notes which will act as a prompt to the points you wish to make.
- Open and close your speech with a statement about the overall vision which you have.

- In the main part of your speech, direct your comments to your audience. For example: if you are addressing students, stress your policies on their issues.
- You may also want to include a few comments about yourself and your qualifications for political office.
- Speeches that include a lot of negativity and accusations usually do not convince people to vote for you or your party. While they may agree with your analysis, voters generally want to hear your solutions and how their personal lives will improve with your programs.
- Try to bring some printed material to meetings and to arrive early and meet the crowd before and after the event.

Inserts:

- Short Biography
- Candidate Presentation
- Notes for Speech Preparation
- Things to consider in Preparing for Meetings
- Message and Media Overview

ACTIVITY:

Participants will do a Message Box: what I say about me/ my party; what they say about me/ my party

Remembering the three rules of : concise, clear, and consistent, Participants will write out your responses to the following questions:

1. *Why do I want to be elected?*
2. *what do I have to offer as an elected member:?*
3. *What are the 3 most important issues that I will work on if elected?*

We will take 15 minutes to prepare a 1 minute speech on the “message” and some participants will deliver their speech to the group.

MATERIALS AND MEDIA

Dealing with the media is another way to assist you in reaching the voter.

FIND OUT !!!

Does your Party/Society have a media strategy?

Does the Party/Society have a spokesperson in your constituency?

Does the Party/Society have specific people who will address specific issues?

- Follow the same policy with the media as you do in public speaking: State your vision, goals, and program over and over again as you answer their question.

Be CLEAR, CONCISE, & CONSISTENT.

- Practice answering questions from the press with friends and campaign workers.
- Identify media outlets in the community and approach them for interviews and coverage
- It is useful to prepare a media “kit” for journalists and media representatives. This should include: your biography, your vision or that of your Party/Society, goals and program, the location of your campaign office, and any events or information you wish to see promoted.

Dealing with the Media

- Don't expect instant coverage every time the campaign issues a news release or you speak with a journalist.
- To get coverage it helps to contact the media outlets and tell them about events, including dates, times, purpose.

Reminders are important.

- Get your news to the media in time to make their deadlines. Be accessible to journalists and inform them how to reach you
- Things to keep in mind when dealing with the media:
 - Always tell the truth;
 - Decide what issues you want to articulate in your campaign and remain consistent;
 - Be accessible and be on time;
 - Do your homework. Have speaking points and an agenda when being interviewed;
 - Always assume anything you say will be used by the media. If you don't want the material used, don't give it to them
 - It is better to say "I'll get back to you..." or "I'm not prepared to answer that question right now..." than 'no comment'
 - Try to tie each answer to your campaign message. Don't accept a journalist's definitions. Feel free to rephrase the question.
 - Keep in mind that the audience is the voters
 - Treat all journalists equally
 - Stay current with what's happening in the newspaper, TV, and radio
 - Know how to articulate your views
 - Do not wait for the press to look for you---contact them.
 - Have a media kit folder of material about the campaign to distribute to the media. This would include such things as:

-biography	-key news releases & photos
-campaign fact sheet	-upcoming events & activities
-campaign brochure	-statements or speeches made
- If a speech is being televised or on radio, there may be some clothing issues to consider:
 - wear clothes that are culturally appropriate
 - keep accessories simple and avoid wearing items that make noise, reflect light, or need adjustments.

ACTIVITY for Media

Role playing : interviews with the media

Inserts:

--Talking to the Media

Material

There may be clear guidelines for public advertising during the campaign. Check your election laws. Within these boundaries, you will want to present as convincing a picture of yourself as possible.

Print Material

- This includes:
 - brochures
 - posters/signs
 - newspaper ads where applicable and/or appropriate

FIND OUT !!!

Will your Party/Society be providing any print advertising ?

- You may need several pictures of yourself for brochures, letters and posters.
- If your Party/Society has not provided material, you may need to summarize the vision, goals and program and put them into a language that is simple, clear, concise and convincing. If you are an independent candidate, you will need to do the same thing

This can then be used for brochures, posters, newspaper ads and/or signs.

- You can get more information on brochures than on posters, signs or in newspaper

ads.

- Personal information may include your work history, education, and special interests.
- If you have a slogan put it on all print material.
- Take brochures with you everywhere and give them to your team to hand out:
 - to individual voters
 - to set up tables in the market or other public places with information
 - at meetings and other public events.

If little money is available, and you can only do one thing, create a one page/both sides brochure.

ACTIVITY with Print Material

List places where print material could be distributed.

Radio & TV Advertising

There may be limited opportunity for radio and television advertising. However, in those areas where this is possible, here are some points to keep in mind.

FIND OUT !!!

Is the Party/Society planning to do any radio or TV advertising?

- Radio and TV advertising may be expensive. Consult the electoral rules and regulations governing this aspect of campaigns.
- If you have limited time, write out a message ahead of time and practice it often to ensure you have the right length of time and the right tone.

Read it slowly and clearly with confidence.

Remember -- Be Clear, Be Concise, Be Consistent !!

- Your message should reconfirm your vision, goals and program for voters.
- Do not use too many different vision statements and slogans.

So, in public broadcasts:

- Stay focused on one, two, or three clear messages.
- Use similar language over and over again.

Insert

Talking Points for Interviews

VOTER CONTACT

The reason for voter contact is to convince people that you are the one that will make a difference if elected.

Voter contact is a critical aspect of any campaign. It is the practice of approaching voters in person, by phone, and/or through mail to solicit the voter's support

- As the candidate, you must meet as many people as possible to hear their questions and suggestions, and to present your vision, goals and program.
- The candidate may meet voters in a variety of places and ways: at rallies, public places such as restaurants and the market, and at public meetings
- Always take someone with you when you go to meet voters. This is for a number of reasons:
 - they will be able to write down any comments that the voters say to you and potential need for follow up;
 - they will be able to help you keep on schedule;
 - security.

Recording the results of your voter contacts will help you determine who is likely to vote for you so you can make sure they vote on Election Day.

- It can also be advantageous to take someone with you that is well known when meeting certain voters. This could be based on the community/neighbourhood you are going to (ie. a community elder or respected leader to help introduce you) or an issue you will be discussing (ie. a respected health care person when meeting with doctors, nurses, etc.)
- When meeting voters:
 - Introduce yourself (and your Party/Society if applicable)
 - State why you are a candidate and what your issues are
 - Ask the voter if they have any issues or concerns
 - listen
 - ask if they would like further information or another visit in the future

- give them your campaign information
- Ask institutions and/or businesses if you may campaign in their buildings
- A Voter Contact sheet is a useful tool to identify who is your supporter and record any comments. It is important to look at the comments of voters to identify voter concerns. This could be by neighbourhood, village or community.
- Places to meet and to be accessible to voters may include but are not limited to:
 - the market
 - sports events
 - cultural events
 - weddings
 - social events
 - restaurants
 - shopping malls
 - rallies & meetings
- You could also arrange targeted meetings and/or 'coffee parties' to meet voters. These could be targeted by street, neighbourhood, issue, etc.

ACTIVITY for Voter Contact

Role Playing

Inserts to be Used:

--Voter Contact Sheet

--Maps, if possible

Module 7

ELECTION DAY (EDay)

The goal is to get all those people that said they will vote for you to vote.

If you have kept notes (see Voter Contact Sheets) about who is likely to vote for you this will help you on EDay.

- Check the electoral rules for advertising during election day
- Your E-Day Organizer will be able to make a list of all those people who support you, where they live, and who will make sure they get to the polls to vote.
- If these voters have phones, the EDay manager (or campaign manager) can organize campaign workers to phone them and urge them to vote on EDay.
- In addition, if you have vehicles available you can offer to drive them to the polls.
- If the candidate is not taking voters to the polls, she should be in places that she can be seen by many people, encouraging people to vote.
- Have a radio and/or TV in the campaign office if possible so you and the team can watch the results.
- If possible, it is nice to arrange refreshments for your campaign workers and supporters.
- When final results are in, it is appropriate to thank everyone and give a small speech talking about the importance of their efforts and the future of your party ... do this whether you win or lose!!
- If you lose you can go home and sleep for a week!
- If you win, you will be even busier than you were during the election...