

# EP BIL SALONE WIT UMAN DEM

## A CAMPAIGN MANUAL FOR WOMEN CANDIDATES IN THE SIERRA LEONE LOCAL GOVERNMENT ELECTIONS



## PROMOTING WOMEN'S PARTICIPATION



2008

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Since 2001, NDI has worked with civil society organizations, Members of Parliament (MPs), political parties, the security sector, and other actors to strengthen civic participation and political institutions in post-conflict Sierra Leone. NDI's programming in Sierra Leone is supported by the British Department for International Development (DFID) and the United States Agency for International Development (USAID).

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CONGRATULATIONS on your nomination as a candidate to serve as a local councillor or chairperson/mayor in Sierra Leone!

## WHY DOES NDI TRAIN WOMEN CANDIDATES?

NDI trains women candidates because women generally face more challenges than men in running for office, but, once elected, work hard to serve and improve their communities. Right now in Sierra Leone, women constitute 49 percent of the electorate. But, of the current 473 local councillors in Sierra Leone, only 60, or 13 percent, are women. NDI also knows that when women are empowered as leaders, higher standards of living occur in the community because women frequently bring development in education, infrastructure and health to the local level.

And now you have the chance to help your community.

### ***STRATEGIES for BUILDING LEADERSHIP CAPACITY*** ***Developing Your Leadership Skills***

- ◇ Ask for and use constructive feedback
- ◇ Evaluate yourself regularly and honestly
- ◇ Seek out new roles and new challenges
- ◇ Start practicing leadership skills in your family
- ◇ Join community organizations and volunteer for committee work
- ◇ Never pass up training opportunities
- ◇ Remember that "to teach is to learn twice"
- ◇ Work with and learn from strong, skilled, and upright leaders
- ◇ Set personal leadership development goals and work on them

## SECTION 1 - OVERVIEW of LOCAL GOVERNMENT

**OBJECTIVE:** The objective of this lesson is to provide participants with the role of the local government officers, governance structures and key information on the Local Government Elections.

### I

#### THE ROLE OF THE LOCAL COUNCILORS AND CHAIRPERSONS

Local councils are responsible for promoting the development of the locality and the welfare of the people. To fulfill these responsibilities, local councils can use the resources at their disposal and from the central government, national and international groups, and the private sector.

#### LOCAL COUNCILORS:

According to section 21 of the Local Government Act, it is the duty of the local councilor to:

- (a) maintain close contact with her ward or chiefdom, consult the electorate on issues to be discussed in the local council and collate their views, opinions and proposals for that purpose, and present them to the local council;
- (b) report to the electorate the decisions of the Council and the actions she has taken to solve problems or deal with issues raised by the electorate; and
- (c) promote communal and development activities in the locality.

#### CHAIRPERSONS:

Section 11 of the Local Government Act says that the duty of the Chairperson is to:

- (a) supervise the Local Council Chief Administrator;
- (b) cause to be prepared and submitted to the local council for its approval, the annual development plan and budget;
- (c) report to the local council every month on activities of the council over the past month including the implementation of the council's decisions and policies;
- (d) ensure that decisions and resolutions of the local council are implemented;
- (e) ensure that the financial affairs of the local council are properly managed and controlled; and
- (f) perform such other functions as the local council may determine.

## II

### WHAT OFFICIALS ARE BEING ELECTED?

On July 5, Sierra Leoneans will elect a total of 475 officials. This includes:

- ❖ 456 councillors (from 394 wards)
- ❖ 19 directly-elected Chairpersons/Mayors

## III

### WHAT IS THE ELECTORAL PROCESS?

The Local Council Elections are administered by the National Electoral Commission (NEC) Sierra Leone.

Under the NEC's guidance, some of the election guidelines are as follows:

- Local Government Elections are held once every four (4) years
- Local Government Elections for 2008 have been slated for July 5, 2008
- Independent Candidates may also contest the Elections using any symbol from the range of symbols to be provided by NEC.

In these elections, *TWO* elections will be conducted simultaneously: one for the Mayor/Chairpersons and one for the Councillors. Each voter will be given two ballot papers, one for each election.

## IV.

### ELIGIBILITY CRITERIA TO BE A CANDIDATE

To be eligible to be elected as Councillor, the candidate must

- (a) be a citizen of not less than 21 years of age;
  - (b) be on the Register of Electors and is ordinarily a resident in the ward in which he seeks election;
  - (c) have paid all taxes and rates in that locality as required by law;
- and
- (d) have paid the candidate fee

A person shall be disqualified for election to a local council if the person:

- (a) is employed by the local council;
- (b) will be unable to perform the functions of his/her office by reason of infirmity of mind or body;
- (c) has been sentenced to death or imprisonment for an offence involving fraud, dishonesty or violence or has been convicted of an offence relating to or connected with elections under any enactment, and has not received a free pardon;
- (d) being a practising professional, is disqualified (otherwise than at his own request) from practising his profession by order of a competent authority;
- (e) is a member of Parliament; the Armed Forces; the Sierra Leone Police; the Judiciary; the National Electoral Commission; the Civil Service; or is a Paramount Chief; or a Chiefdom Speaker or a Minister.

### **Networking with Women's Organizations**

Non-profit women's organizations are a vital and active society of people who care about women and they are essential to the development of society. These NGOs offer the opportunity to realise important social goals through the pursuit of common values. NGOs tend to be close to the problems of women and can capture trends and issues that are difficult to discern from a political standpoint. Collaborating with NGOs, utilizing their networks and their research will not only help women, but can help you to win your election.



## SECTION 2: CAMPAIGN PLANNING

The objective of the session is to inform participants about developing a campaign plan.

Below is a list of the most important components of campaign planning. By the end of the session, participants should understand key aspects of campaign planning and be able to put together their own campaign plan. The most important thing about creating a campaign plan is that you have one and that it is written down.

One important note: Your campaign will be much more successful if you have a strong, dedicated team to help you. Ideally, you will find volunteers, perhaps friends and family, who can serve as your:

- campaign manager
- volunteer coordinator
- press secretary, and
- treasurer.

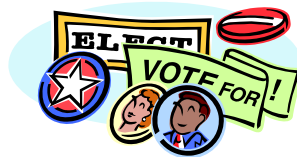
This will not only cut down on your workload, but this team will serve as your primary support system throughout the campaign period.





## CAMPAIGN PLAN

1. Candidates' profile (Strength and Weakness)
2. Develop the profile of other candidates contesting the elections (Strength and Weakness)
3. Identify voters' needs/problems
4. Develop campaign messages
5. Draft budget and identify resources
6. Prepare schedule
7. Prepare voters' list
8. Train and mobilise volunteers and party workers
9. Make contact with voters
10. Monitor the polls on election day



### 1. DEVELOPING THE CANDIDATE'S PROFILE

Now that you have decided to run for office, it is important to know not only *WHY* you are running for office, but also to know your Strengths and Weaknesses.

### 2. DEVELOPING THE PROFILE OF OTHER CANDIDATES

Perhaps just as important as knowing your strengths and weaknesses is knowing the strengths and weaknesses of other candidates who are contesting the elections in your locality.

It is also important to think about how your strengths and weaknesses and those of other candidates will be highlighted during the campaign. It is also important to consider and write down:

- What you will say about yourself
- What other candidates will say about you
- What other candidates will say about him/herself
- What you will say about other candidates

### 3. IDENTIFYING THE VOTERS' NEEDS AND PROBLEMS

One of the reasons that you are running for local office is that you see problems in your community that you want to fix. In order to be elected, you must make sure that you understand what your neighbours and voters think are the problems to fix. As an elected official, it will be your job to identify and represent the concerns of your entire community.

1. Identify the problems: Start talking with people. Find out what the concerns are for people in your community. Talk with people in your family, in the market, on the road, everywhere. Be sure to talk with a mix of people, including youth, the elderly, men, women, etc. NGOs can be an excellent resource, as well.
2. Develop solutions: Think of ways that you could work to solve the voters' problems once you are an elected official.
3. Address your voters' concerns: When you develop your campaign message, address the voters' common concerns and highlight your solutions and strengths.

### 4. DEVELOPING A CAMPAIGN MESSAGE

A campaign message defines the principles of your campaign, outlines what makes you the best choice, and explains how you will address the community's needs. Your message must be concise, precise and repeated, repeated, repeated and repeated.

Here is a short example of Maria Conteh, who spoke with her community and knew that she could help them.

**1. Problem**

Many people in the community do not have enough money to pay for basic needs such as rice, oil, bread and fuel.

**2. Solution**

Small income generating activities should be initiated to improve the economic status of the community.

**3. Message**

*Maria Conteh:* "As you know, I am an honest woman and I will work for you. In our district, I will use my good relationships with the local businesses and with our national legislators to bring activities that will improve the economic opportunities for all in the community."

## **5. DRAFT BUDGET AND IDENTIFY RESOURCES**

At the start of your campaign, it is important to prepare a budget. This will help you to determine how much money you need to raise and to ensure that you have enough money to do everything you want and need in your campaign. Follow these steps:

- a) Make a list of all the items that will cost money over the course of your campaign, for example printing pamphlets and/or posters, transportation, snacks for volunteers, etc.
- b) Estimate how much each will cost.
- c) Look at how much money and other resources you currently have on hand.
- d) Determine how much money you need to raise to run your campaign.

See the section below on how to fundraise for your campaign.



## **6. PREPARE A SCHEDULE**

You know that you only have from June 9 to July 3 to campaign. This means that you have to get in touch with as many voters as possible in that time, while also raising money, attending town hall forums, talking to the press, and sleeping every now and then. So, take the time to make a schedule and outline what days you will hold events, what days you will be out talking with voters, what days you will work to raise money.

## **7. PREPARE VOTERS LIST**

A voters list is the number of voters in your district. Once you know this number, the next step is to determine how many votes you need to win the election. Once you know this, then you need to determine how many votes you already have; this you can do by thinking about your current connections and estimating. Now that you know how many you need and how many you have, you can determine how many more voters you need to vote for you in order to win the election.

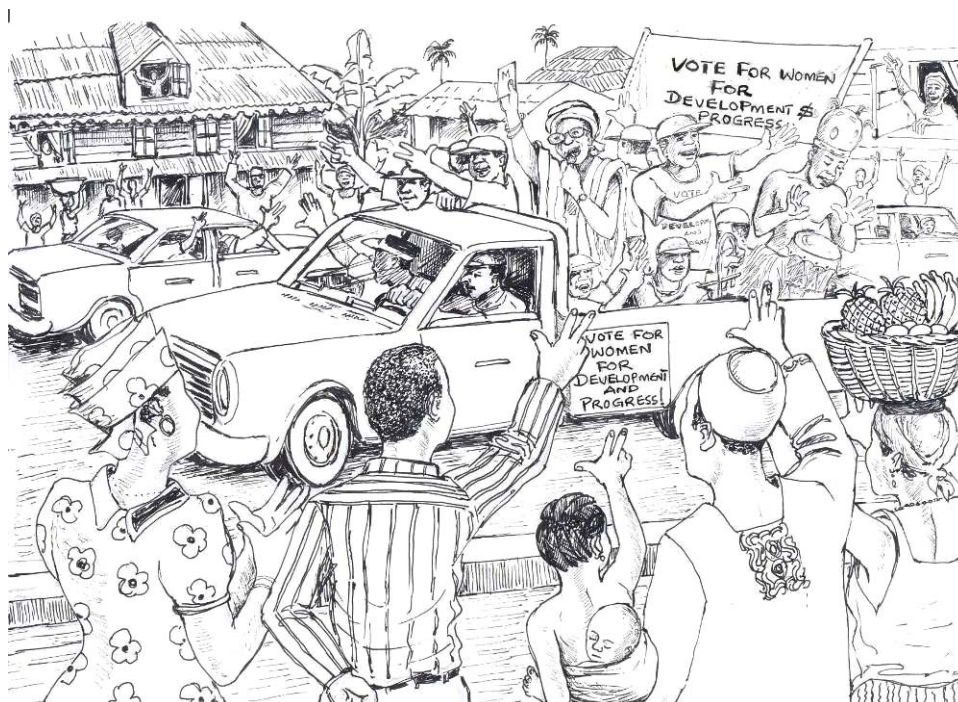
It is also important to know how to target voters. For example, for those people that support you, while it is important to keep them happy, you do not need to spend a lot of time with them. The same is true for those people strongly supporting your opponent. You must spend the most of your time convincing those who are undecided to vote for you.

## 8. TRAIN AND MOBILISE VOLUNTEERS AND PARTY WORKERS

Running a campaign is like leading a village. You cannot do it alone. Organizing volunteers is an important part of running a campaign. Although this is hard work, it will pay off. Working with a team is an important skill to learn, especially for elected officials.

Here are few tips when organizing volunteers:

- Look first to friends, relatives and neighbours when you are building your volunteer base.
- Make sure that everyone working on your campaign knows your messages and supports what you stand for. (The better people understand what your campaign message, the better they can represent you when speaking to other villagers.)
- Do not bribe people into working on your campaign
- Thank people who volunteer their time for your cause. If you are doing door- to-door campaigning or receiving help hanging posters around the village, offer your campaign workers tea or snacks.
- Be organized with campaign workers. Provide clear expectations and instruction to volunteers.



## 9. MAKE CONTACT WITH VOTERS

It is important to remember that you will not be able to talk with every voter every time, so make sure that your volunteers understand your principles and can clearly articulate your campaign message. When speaking to voters, make sure you and your volunteers follow these guidelines:

- Speak with voters at their homes, the market, the water tap and public meetings
- Address the voters with a greeting and establish your relationship
- Talk about your accomplishments and experiences
- Tell them how you will improve the community
- Speak in your local language
- Be polite and speak clearly

## 10. MONITORING THE POLLS ON ELECTION DAY

Once election day arrives, your job is not yet done. On election day, it is a good idea to have volunteers:

- monitoring the polls as they open and watching for irregularities;
- in the community on election day, getting registered voters out to vote; and
- at the polling stations at closing time to monitor again for irregularities.



## Section 3: PUBLIC SPEAKING

The objective of this session is to train participants on how to speak well and effectively convey messages to the public

Being a good public speaker is an important part of campaigning. The best way to improve your public speaking ability is through practice, practice and practice.



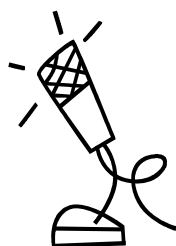
When speaking to voters, make sure you follow these guidelines:

- Speak slowly and clearly
- Find a specific topic that is of interest to the audience
- Stay focused on the topic
- Keep your speeches short
- Share personal stories and examples
- Speak audibly
- Deliver the speech with sincerity
- Make eye contact with your audience
- Stand straight
- Speak in a confident manner
- Use humour
- Know your topic
- Make sure that your main points are clear and concise
- Repeat, repeat, repeat your campaign message.
- And practice your speech numerous times



### Simple steps to follow when giving a campaign speech:

1. Have a strong opening statement
2. Establish your relationship with voters by discussing a shared concern.
3. Give your campaign message.
4. State a problem of interest to your voters, explain how it affects the voters and include evidence.
5. State your position on this issue.
6. If relevant, identify the opponent's position on the problem.
7. Give your solution to the problem and show how it benefits the voters.
8. Show the voters how the community would benefit if this problem is resolved.
9. Have a strong concluding statement.
10. Give your campaign message again.



### Interviews with the Media

An important component of your campaign will be talking with the media and, perhaps, conducting radio, print and even TV interviews. So, here are some quick tips on interviewing:

- Give the interviewer your undivided attention;
- Know the audience and target your messages to fit the audience of the radio show, newspaper or TV program;
- Have no more than 3-4 messages or points that you want to share;
- Take time to prepare for the interview and practice your messages;
- Always make your points in very simple, concise language;
- Never lie or pick a fight with a reporter because it will always come back to you; and
- Always smile while talking, even if on the radio because you never know when someone is taking a picture.



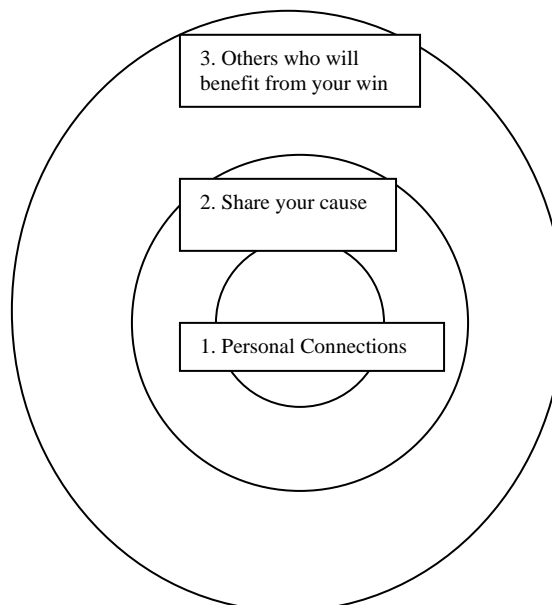
## SECTION 4: Fundraising

**Objective: To teach participants how to mobilize resources for their campaign**

### Campaign fundraising

Running a campaign requires money. Now that you have your campaign plan, you know what you need, what you currently have, and how much money you need to raise.

Fundraising is communicating to potential donors how they will benefit from your campaign. Who you ask is the first question to consider.



1. Personal connections, your friends and family and close colleagues.
  - *Their reason for giving to you is because this is important to you and because they care about you.*
2. People who share your cause or your ideology, members of your church, your tribe, or your clubs.
  - *Their reason for giving to you is because you share the same values and beliefs.*
3. Other people in the community who would benefit by your election, such as small businesses or local non-profit organizations groups, or people who don't support one or more of the other candidates

Here are some examples of ways to fundraise for your campaign:



**Face-to-face:** Look people in the eye, tell them why you are running, what you will achieve and how much you need them to give.



**Events:** Holding an event will bring together a larger number of potential donors and give your campaign good publicity. But they can be expensive.



**Fundraising/ Support Circles:** Get 10 women who you know and who support you and your campaign, such as your best friends, your mother's best friends, your daughter's best friends. These women not only pledge to contribute their support and a certain financial amount to your campaign, but they also pledge to each recruit 10 women who will also support your campaign and pledge a small financial amount. When you bring these women all together, you have a group of 100 women ready to contribute their time, their support and their money to help you win your election.

**GOOD LUCK IN YOUR CAMPAIGN.**

**Remember:**

**EP BIL SALONE WIT UMAN DEM!**



# My Campaign Team

Campaign Manager: \_\_\_\_\_

*His/her roles and responsibilities:*

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Campaign Treasurer: \_\_\_\_\_

*His/her roles and responsibilities:*

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Press Secretary: \_\_\_\_\_

*His/her roles and responsibilities:*

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Volunteer Coordinator: \_\_\_\_\_

*His/her roles and responsibilities:*

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Fundraiser (may be the same as the Treasurer):

\_\_\_\_\_

*His/her roles and responsibilities:*

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Other: \_\_\_\_\_

*His/her roles and responsibilities:*

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## Strengths and Weaknesses

<p>My Strengths:</p> <ol style="list-style-type: none"><li>1.</li><li>2.</li><li>3.</li><li>4.</li><li>5.</li></ol>	<p>My Weaknesses:</p> <ol style="list-style-type: none"><li>1.</li><li>2.</li><li>3.</li><li>4.</li><li>5.</li></ol>
<p>My Opponent's Strengths:</p> <ol style="list-style-type: none"><li>1.</li><li>2.</li><li>3.</li><li>4.</li><li>5.</li></ol>	<p>My Opponent's Weaknesses:</p> <ol style="list-style-type: none"><li>1.</li><li>2.</li><li>3.</li><li>4.</li><li>5.</li></ol>

## Message Box

<p>What I say about myself</p>	<p>What my opponent says about me</p>
<p>What I say about my opponent</p>	<p>What my opponent says about himself</p>

# BUDGET AND RESOURCES

## Page One

At the start of your campaign, it is important to make a list of all the items that will cost money over the course of your campaign, and estimate how much each will cost. There are many items that are necessary to run a successful campaign, such as the nomination fee, printing pamphlets and/or posters, transportation, snacks for volunteers, etc. When you are creating this list, it is good to talk with people who have previously run for office.

Once you have your list of campaign needs and estimated costs, then look at how much money and other resources you currently have on hand. For example, even if you have no funds right now, perhaps you have a brother who works for a printer who offers to print your campaign posters for free.

Now that you know what you will need to purchase and spend for your campaign, and what you have already, then you have a good idea of how much money you need to raise to run your campaign.

Remember that no candidate can make use of public resources for campaign purposes. That means that no candidate can use money, vehicles, or other government-owned property to benefit their campaign. It is also against the law for candidates to accept campaign funds from outside the country.

## Your Campaign Budget

Item	Cost
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	
<b>Total Cost</b>	

# BUDGET AND RESOURCES

Page Two

## Your Available Resources

Item	Source of item
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	
<b>Total Cost</b>	

So, the amount of funding you must raise is: \_\_\_\_\_

### How you will raise funds:

Ways you will fundraise	Date and location	How much you expect to raise
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
	<b>Total Amount:</b>	



# My Campaign Schedule

	Week 1	Week 2	Week 3	Week 4
Sunday				
Monday				
Tuesday				
Wednesday				
Thursday				
Friday				
Saturday				