



NATIONAL DEMOCRATIC INSTITUTE  
FOR INTERNATIONAL AFFAIRS

# POLITICAL PARTY NEWSLETTER

NEWS, TRAINING OPPORTUNITIES & BEST PRACTICES

## Electoral Process Updates

The Supreme Council of the Armed Forces (SCAF) recently announced that the candidate filing period has been EXTENDED until October 24. As of October 22, a total 6,757 individual candidates and 330 party lists had been registered.

The High Elections Commission (HEC) will meet TONIGHT at 8:00 pm to announce the final numbers of candidates and party lists that have registered for the u p c o m i n g Parliamentary elections.

This month, HEC released the requirements to run for Parliament. MAPS were also released for party list districts and individual candidate districts. SCAF also announced amendments to the law governing the election process.

## SEPTEMBER POLL: VOTERS SEEKING LEADERSHIP ON ECONOMY & CRIME

With six months of polling data now available, a clear picture has emerged: **Egyptians intend to vote in record numbers in the upcoming Parliamentary election and are looking for leadership, particularly to solve the persistent problems of unemployment and crime.**

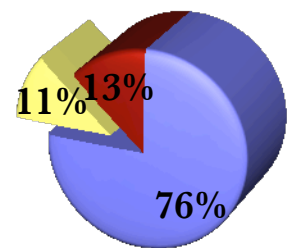
Since April, **unemployment** has been named one of the top five issues by at least 60 percent and reaches an all-time high of **85 percent** this month. The related issue of wages has been cited as a top concern by no less than 45 percent in any given month and is now at 56 percent.

Concerns about **security and crime** have remained high over time, never falling below 60 percent, and have risen dramatically to **81 percent** this month. This is an increase of 20 percent since the end of Ramadan.

With the start of the school year, **education** is growing as an issue and was named by **32 percent** as a major concern this month, up from a low of 18 percent in July. In contrast, corruption has become less of a concern, falling to 15 percent from a high of 61 percent in April.

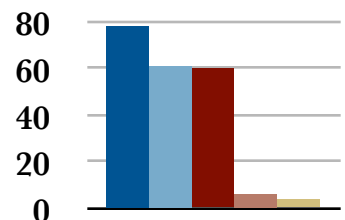
There are ways to link your campaign message to voters' concerns; if you would like to schedule a **Message** consultation for your party or campaign team with NDI, please contact Ahmed Morsy [amorsy@ndi.org](mailto:amorsy@ndi.org).

- Likely to vote
- Unlikely to vote
- Don't know



*If the elections were held tomorrow, what is the likelihood that you will go out to vote?*

- Unemployment
- Wages
- Security
- Human Rights
- Constitution



*We asked Egyptians to name their top 5 concerns - here are a few from September which highlight the importance of economic issues.*

## TOP 5 TIPS from Our Media Experts

From Mark Webster,  
international communications  
consultant:



- ◆ **Define yourself** before others do it for you. Your message is the one thing you have 100% control over.
- ◆ Identify your **target audience** - those who can be persuaded - and create your message for them, not for your enemies and not for your friends.
- ◆ Understand your **strengths and weaknesses** - be honest with yourself and ask yourself if these pluses and minuses mean anything to your target audience.
- ◆ Make your message **real** - with a few real life stories from real live people and two or three examples and facts.
- ◆ **Stay on message** - do not deviate. This is your story framed in the best light to persuade your target voter.

From Kelli Arena, award-  
winning former CNN reporter:



- ◆ Dealing with the media should never be an afterthought. It is vitally important that you get your message out, so come up with a **daily media strategy**. Engage! In the interest of accuracy, limit the number of people who are authorized to speak for your party or campaign.
- ◆ Never do an interview if you do not have time and resources to properly prepare. **Be ready** with relevant facts, examples and real life stories.
- ◆ **Be consistent** across all media outlets. Do not say one thing on Facebook, and another in a press release.
- ◆ Remember, you are **NEVER** off the record. Don't let your guard down.
- ◆ Be prepared to answer the toughest questions with truthful answers. Always **control your emotions**.

## Focus Group Results Coming Soon!

NDI has been conducting focus groups throughout Egypt over the past two months to learn more about the issues that most concern the Egyptian people.

We also explored how citizens feel about Egypt's future post-revolution and how quickly they expect change to come.

*Details in our next newsletter!*



**على صوتك**  
حملة تثقيف الناخبين  
دي انتخاباتك .. ده دورك

**“Ally Sotak”** (Raise Your Voice) is a **NATIONWIDE** voter education campaign officially launched on October 1st by Partners in Change and a coalition of other Egyptian NGOs, in partnership with NDI. The goals of the campaign are to provide voters with basic information about their rights and responsibilities regarding the upcoming elections and access to information about their choices of parties and candidates.

The campaign [website](#) will continue to be updated in the lead up to the elections, and currently contains key information including:

[Calendar of Events](#), [Map of Voter Education Centers](#), [Contact Information of Organizers](#), and [many forms](#) to get more information or involved with the campaign.

## NDI CAMPAIGN TRAINING COURSES

In addition to multi-party and individual party training sessions, NDI also offers consultation sessions with individual parties and candidates.

Training topics include:

- Candidate Media Training
- Campaign Manager Training
- Strategic Communications
- Strategic Use of New Media
- Election Law Briefing
- Campaign Planning
- Budgeting and Finance
- Research / Surveys
- Fundraising
- Advanced Event Organizing
- Message Development
- Voter Targeting
- Voter Contact
- Volunteer Recruitment
- Poll briefing
- Training of Trainers
- Get Out the Vote
- Party Pollwatcher Training

Our trainers are also able to TRAVEL to governorates OUTSIDE Cairo to train your campaign team. To schedule a training or consultation on any of the topics above or others, please contact Ahmed Morsy ([amorsy@ndi.org](mailto:amorsy@ndi.org)).

## Hundreds of Women Attend NDI's Campaign Schools

Between September 9 and October 4, NDI conducted campaign schools for **233** women candidates in **3** cities:

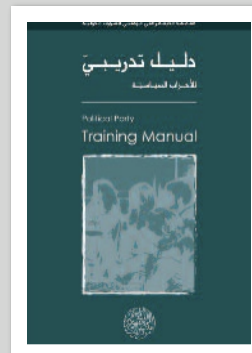
In Alexandria, **101** women from **14** political parties participated in the training;

In Cairo, **78** women from **14** political parties participated in the training;

And in Aswan, **54** participants from **8** political parties participated in the training.

The participation of women is critical to democracy, and NDI is working to help women build their individual and collective capacities in Egypt and around the world.

## FEATURED NDI ARABIC PUBLICATIONS



[Political Party Training Manual](#)



[Using the Internet for Outreach and Organizing](#)

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