

# Tips to Run a Successful Campaign

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## **PLAY BY THE RULES**

Make sure you are aware of, and are comfortable with the election regulations. It doesn't matter whether you are the ideal candidate for the job you **WILL NOT** get elected if you break the regulations.

## **BE SUPPORTED**

The support of a good team is essential if you are to run a successful campaign. The election process is intense, draining and at times quite emotional. It is also difficult to canvas cross campus. Your team should be able to help with this. But remember, there should be no more than 5 people campaigning on your behalf at any one time. They should all be wearing official badges. It is also important to remember that whilst campaigning, your team will reflect on you and that you are ultimately responsible for their actions so make sure you've briefed them on the rules.

## **TALK A LOT!**

Because we're only a small University, word of mouth can prove to be an extremely effective campaign tool. Speak to as many people as you can. You'll probably be shocked by how many aren't even aware of the elections, tell them about the process and why you'll do a good job. Talking to as many people as possible will show that you are friendly and approachable. These are important characteristics of being a Sabbatical.

## **SMILE**

Smile 'till your face goes numb....and then smile some more...

## **COVER ALL SITES**

Make the effort to visit all of the satellite sites, as there are an abundance of voters there too. Don't forget about Buxton or Chesterfield. By simply demonstrating that you are aware of the issues surrounding the other Campuses you are far more likely to win votes there.

## **PLAN AHEAD**

If you fail to plan you plan to fail! As with anything the more you prepare the easier the process will be.

## **NETWORK!**

Remember the girl / boy who used to get on your bus in the first year, the one you smile at but never speak to? Now is the time to finally get chatting to her / him. There are probably loads of people who you know by sight, get talking to them. You may also find that friends of friends become prospective votes.

## **KEEP TRACK OF ALL MONEY YOU SPEND**

As you will need to provide evidence (i.e. receipts) of your expenditure before the close of voting in order to get the money refunded. Remember that you are not allowed to spend over £50 on your campaign so make sure that you spend your money wisely.