

Top Tips for a Successful Campaign SU Officer Elections Only



**THE SU
UNIVERSITY
OF BATH**

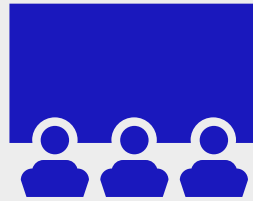


Number 1 thing to remember:

This is supposed to be a fun process!
It's a great opportunity to show off your creativity, as well
as your brilliant ideas.



Election Rules

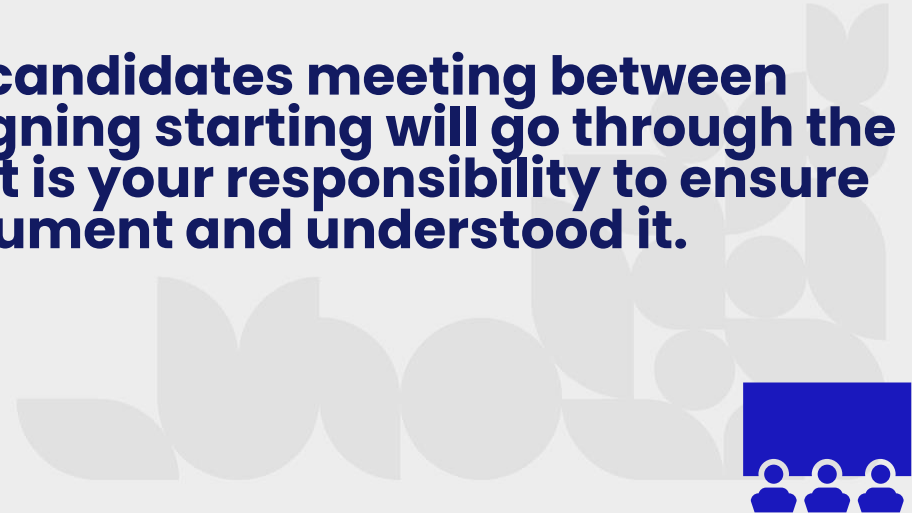


Our rules ensure the election is fair & inclusive to all students.

Rules frame the election & campaigning by setting the boundaries of what can be deemed as acting fairly

Be aware of them and read up, they apply to all form of campaigning, online, in person, manifestos, materials etc.

Don't worry - the mandatory candidates meeting between nominations closing and campaigning starting will go through the main rules with candidates, but it is your responsibility to ensure you have read the full document and understood it.



The Campaign



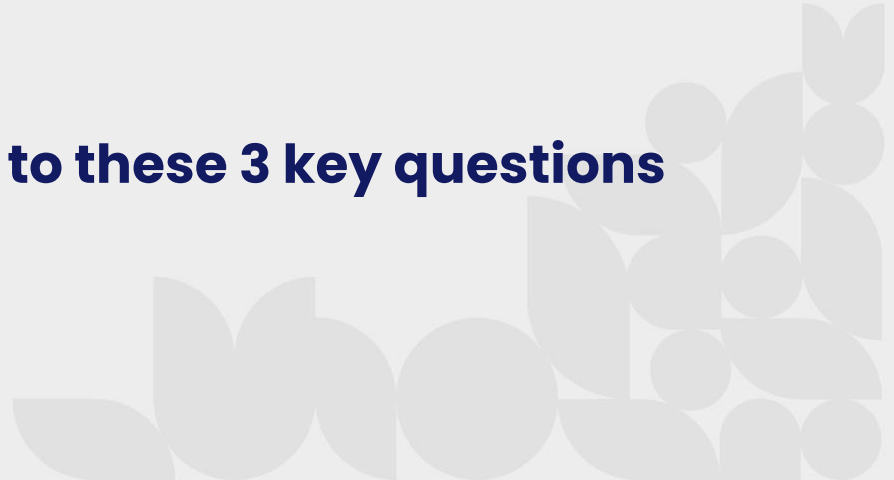
Your Motivation & Message

Why do you want to be an SU Officer?

What do you want to achieve?

Why should people vote for you?

Make sure you know the answer to these 3 key questions before campaigning begins



Your experience

Not vital or compulsory to list your experience – but it will help you!

Draw on it and be honest.

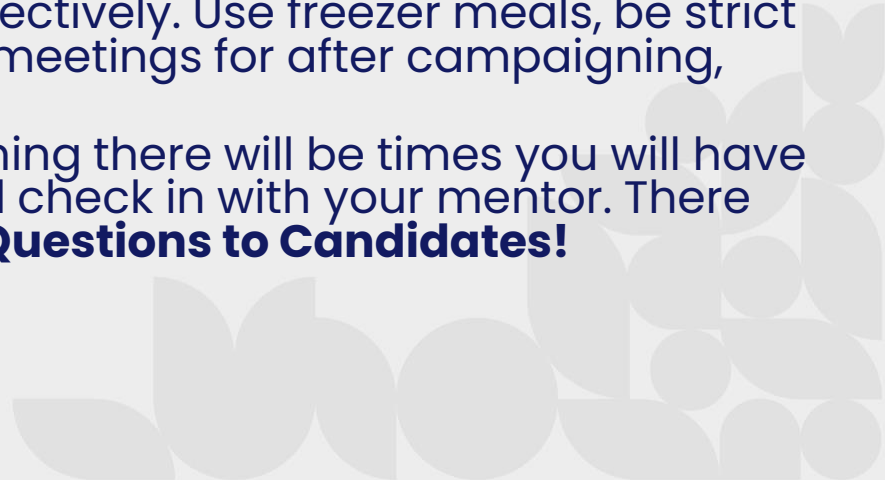
Don't just think about how experiences have increased your knowledge – what skills have you developed that would make you ideal for this role?



Organisation

Tips:

- Use spreadsheets or a calendar to plan your time effectively, ensuring you input all the relevant training, help sessions, and events.
- Create an hour-by-hour campaign plan. You only have 56 hours to physically campaign whilst voting is open!
- Incorporate your life by planning effectively. Use freezer meals, be strict with bedtime, re-arrange movable meetings for after campaigning, etc.
- Each day during physical campaigning there will be times you will have to come to candidate drops ins and check in with your mentor. There will also be a slot when you'll be at **Questions to Candidates!**



Campaign Team

- You are allowed 15 people maximum - not including you.
- You can start asking friends if they would be interested as you are 'thinking of standing', this is not considered early campaigning.
- A broad mix of interests and years/levels of study can be helpful.
- Only current University of Bath students are allowed.
- Establish the time commitment early on.
- Be aware of conflicts of interest.
- Choose wisely – you're liable for their actions.
- Your team will be able to support you when you do candidate drops ins and go to lectures.
- Names of team members must be provided to the Deputy Returning Officer when requested.



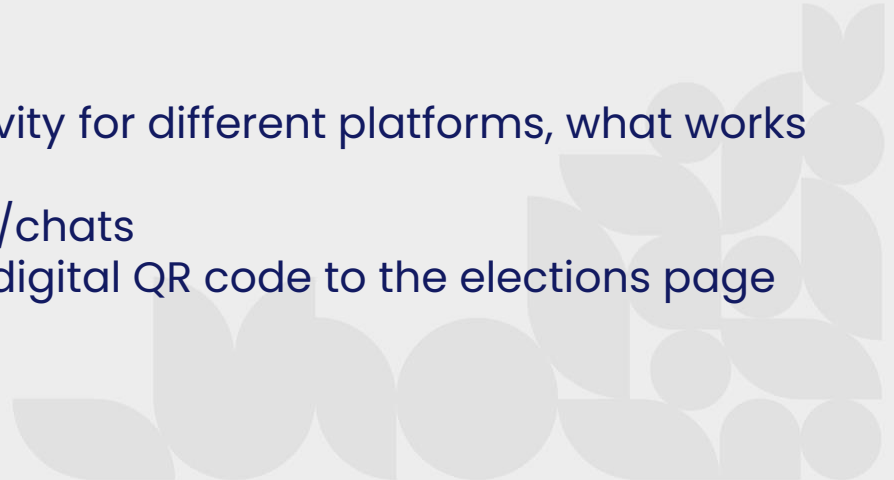
Lecture shout-outs

- Check ahead for permission (or at beginning of lecture).
- Take no more than 30 seconds to a minute.
- Don't over script & at the start of the week, briefly explain what officer elections are.
- Make sure not to visit the same groups twice.
- Balance how many you do as being on the parade at change over times is also beneficial.
- You can also write on whiteboards of empty rooms – but please make sure you use the correct pens!



Social media/Online campaigning

- You can create social media accounts before campaigning starts but these must remain private and no content posted until online campaigning begins
- Online campaigning starts before in person campaigning, use this extra time wisely
- Be original
- Don't spam
- Make it accessible
- Consider your audience
- Schedule/plan your posts
- Think about different types of posts/activity for different platforms, what works best
- Ask permission before posting in groups/chats
- Remind people to vote! We'll give you a digital QR code to the elections page to use in content.



Budget

- You are allowed to spend a **maximum of £50** on your campaign.
- You can be reimbursed up to a maximum of £20 by the SU for your campaign. For example, if you spend £40 on your campaign, you can claim back £20. If you spend £16 on your campaign, you can claim back £16.
- You will also receive a bag of materials to help you campaign, including string, a bedsheet, and zip ties. The contents of this pack are free for you and you do not need to expense these.
- Printing of posters/leaflets must be expensed, if using own printer you will be asked to expense at the same rate as printing on University printers. Outsourced printing would be expensed at the price paid.
- All PLAIN t-shirts and sheets expensed at £1 regardless of what they cost (e.g. if you bought 5 t-shirts at £3 each you would only need to expense them at £5 total) any printing or paint used on them would be expensed at full price extra.
- Items which are freely and readily available do not need to be expensed e.g. pencils, scissors, pens.
- If unsure, make sure you ask – sureturningofficer@bath.ac.uk

Get your brand on point

- Make it reflect you and what you stand for
- How serious will your campaign be?
- What's going to be your colour?
- Be creative
- Get this across in your SU media content



Here are some of the previous slogans used by candidates for inspiration if you want to have a slogan

- Forward with Francesco
- Believe in Eve
- Be Bold, Vote Bald
- Trust in Truscott
- AMP it up!
- Join Jiani
- Les 4 Pres
- Time for T
- Be Better With Ben
- Together With Julie
- The Andy Man Can
- Kim2Win
- Believe in Ben
- Franci For Activities
- Kat is Purr-fect for President!
- Back Jack
- The only way is Galloway
- Elect Ellen
- The Dream Iz Green
- Beth's on it
- Lucy to Lead
- Wild for Wilder
- Matt for that!
- Choo-Choo-Choose Tommy the Tank Engine Parker
- Clemens Can
- Vote KitKat
- A Vote For Wadzi Is A Vote For Change!
- Vote Kenny, Demand more.
- Don't Stop BelEVEing
- Root4Ruqs



Canvassing for votes

- Talk to as many people as possible once campaigning starts
- Prepare for all weather!!! Snow, wind, rain, sun, we've had it all
- Organise your team – shift work?
- Vary your locations
- Go to accommodation blocks (City too)
- Stunts (do a risk assessment first!)
- Original ideas
- You don't have to stick to campus...
- Club nights
- Whiteboards in teaching rooms



Banners

**VOTE
NOW**

thesubath.com/elections

VOTE ANDY
FÖR SPORT

Thank For Sport
Thank For Dunkey

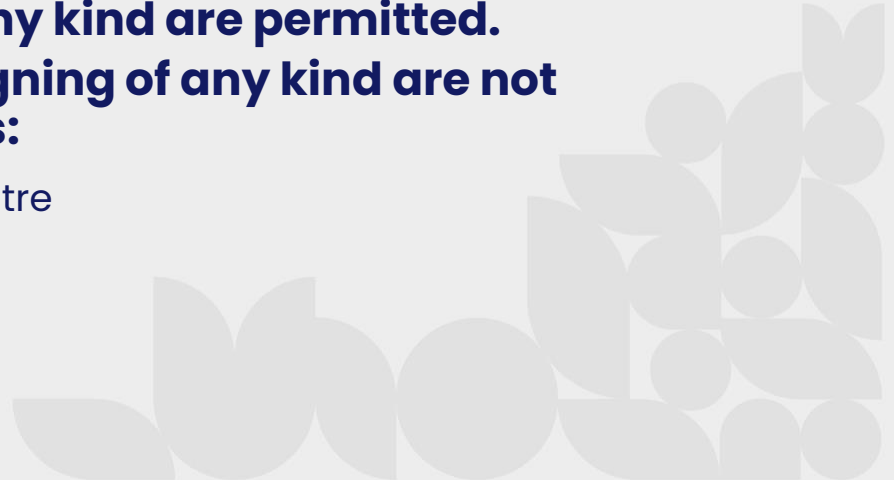
#BACKJACK
FOR EDUCATION

VOTE LES
VOTE LES 4 PRES
4 VOTE LES 4 PRES
PRESIDENT

TAMARA
4
EDUCATION
@TTIME4

Banners

- You can find cheap bed sheets in charity shops or discount stores or laundrettes. One is also included in your campaigns pack free of charge provided by the SU.
- Paints can be found cheaply in discount stores or craft shops.
- Slice holes in them for wind – this will stop them blowing away!
- You can only use cable ties/string/rope to affix banners and/or posters – **no tape or adhesives of any kind are permitted.**
- **Banners and/or posters or campaigning of any kind are not permitted in the following locations:**
 - The Library
 - Outside the SU Advice and Support Centre
 - Student Services
 - Commercial outlets
 - Sports Training Village



Questions to candidates

- This is when students can ask you questions on your campaign and manifesto. A little bit like Prime Minister's Questions.
- Prepare in advance by looking at previous years, knowing your potential new remit, talking to student groups about their priorities.
- This should be easier once you have researched the role better and know the common issues that come up.
- Book some time in to see some SU staff!
- Prepare for your manifesto to be scrutinised!
- You will receive further guidance on this.



Other TOP TIPS

- Don't waste your time on 'guaranteed' votes
- Positivity – don't be seen to be talking down others/no negative campaigning
- Be original as possible with content
- Don't spam



Key dates

- **Nominations Open:** 17:00 Monday 02 December 2024
- **Nominations Close:** 12:00 Monday 10 February 2025
- **Deadline for manifestos:** 10:00 Monday 17 February 2025

- **Polling opens:** 09:00 Tuesday 25 February 2025
- **Polling closes:** 17:00 Thursday 27 February 2025
- **Results announced:** from 16:00 Friday 28 February 2025

