



Unleashing Potential For Progress

Campaign Schools for
Women Candidates in Sierra Leone



Candidate Toolkit

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INTRODUCTION

Dear Candidates,

The Campaign for Good Governance (CGG), the National Democratic Institute for International Affairs (NDI), and the United Nations Development Programme (UNDP) welcome you to the *Unleashing Potential for Progress* Campaign School for Women Candidates.

We have organized this training because we believe that a democracy must involve women as active and equal participants in public life. When more women are elected, governments tend to be less corrupt and more focused on development and improving the lives of citizens. Women bring valuable and needed perspectives and life experiences to government, but currently, they are underrepresented.

Our goal is to equip more women in Sierra Leone with the skills needed to build a base of support and win their election. Remember – you may be the best candidate, but to get elected, your constituency has to be aware of what you stand for and be convinced that you are their best option to support and vote for. You can achieve this with an organized and coordinated campaign that makes the best use of your always limited resources – time, money and people.

Good luck!

The Campaign for Good Governance (CGG)

The National Democratic Institute for International Affairs (NDI)

The United Nations Development Programme (UNDP)

TOOL #1: GETTING READY TO RUN

Why do women make good elected leaders?

- Women work across party and ideological lines
- Women lawmakers are highly responsive to constituent concerns
- Women help secure lasting peace
- Women are more inclusive and likely to build new coalitions for their parties
- Women's participation encourages citizen confidence in democracy
- Women prioritize education, health, and other key development issues

What to do as a woman candidate:

- Explain what you bring to the party and what the party will bring to constituents
- Emphasize all of your roles – as a mother, a wife, a professional woman, a good employee, an educated person, an experienced leader
- Show voters that you are a confident leader

What NOT to do as a woman candidate:

- Don't run just as a candidate for women
- Don't defend being a woman candidate; instead, talk about the issues you will tackle
- Don't answer questions about:
 - Clothes
 - Hairdos/Make-up
 - Husbands/Relationships

How to talk about campaigning as a woman:

- It's time Sierra Leone had the benefit of the ideas, talent, experience, and hard work of over half its people – its women!
- Women are now taking increased roles in leading organizations, businesses, community changes, and on TV.
- This is a reasonable step.
- This is not radical.
- Increasing women in elected office contributes to greater reflection/representation of society in parliament, helping to ensure that the diversity of perspectives and priorities within society are incorporated in policy decisions.
- Women running for office isn't about token change – it's about reasonable change.
- It's a natural progression of these times.
- Elected women can still be good mothers, good wives, good workers, good friends and good neighbors.
- Women can be great leaders!

TOOL #2: RESEARCH

What information do you need to develop a winning campaign?

Election rules:

- What type of election system is in place?
- How many votes would you need to win under that system?
- What are the campaign finance regulations?
- Are there any regulations on campaigning, and is there a campaign blackout period?

Characteristics of your district:

- How big is your district?
- How many people live there?
- Is your district rural or urban, or a combination?
- Where do voters get their information?
- What is the political landscape of the district, and who are the main political players?
- What are the main economic activities in your district?
- What are the particular issues of concern in your constituency (for example, environmental, economic, or health issues)?

Characteristics of the voters:

- First, find out how you can get a voter file or accurate list of voters in your district. You should be able to get the latest voter list from your political party or it may be available upon request from the NEC District Election Office.
- What is the demographic make-up of the voters (age, gender, education level, profession, income, religious or ethnic background, etc.)?
- Where do people live (rural or urban areas, apartment buildings or houses)?
- Where do they work? Where do they shop?
- What reasons do each of these groups have to support you? Which groups are more likely to do so?

Past elections:

- What was the voter turnout?
- Who voted? Who didn't vote? Why?
- Who ran?
- Who won? Who lost? What was the difference in votes between the loser and the winner?

Main factors affecting this election:

- What are the main local issues?
- What regional or national issues are important for voters in your district?
- Are there other races that could influence your election?

YOU!

- You should know everything about yourself as a candidate – background and family, strengths and weaknesses, accomplishments and failures, work history and political development. Know everything you can use to present yourself as the best candidate, or that somebody else could use to discredit you.

Your opponents

- Who are your opponents?
- Find out everything you can about them – including their background and family, strengths and weaknesses, accomplishments and failures, work history and political development.

Where to look for the information you need?

- www.nec-sierraleone.org
- Official state statistics (census, demographics)
- Polls
- Focus groups
- Surveys
- Face-to-face contact

TOOL #3: SETTING A GOAL

How many votes do you need to win?

Now we're going to talk about putting together your campaign plan, which starts with campaign strategy and voter contact.

Calculating Your Vote Goal: An Example

In your district, you might have:

15,000 eligible voters
10,000 expected voters

You might have 3 other competitors, and expect them to get the following % of the vote:

Candidate A - 3%
Candidate B - 12%
Candidate C - 42%

The total % other candidates might get = 57%

That means the minimum % you need to win = 43%

So to win, you need 43% of 10,000 expected voters, or 4,300 votes

VOTE GOAL = 4,300

Your campaign strategy should answer the questions: How many votes will it take to win, and where are these votes going to come from?

How do we find this out?

We look at how many people we expect to vote in the district, based on how many voted in past elections. Then we look at how many candidates we think there will be. We use our best judgment about how the vote will be split up to determine what percentage we will need to win. Then we apply that percentage to how many voters

we expect on election day—and that gives us our Vote Goal.

TOOL #4: TARGETING

Your campaign's principal task is to identify your voters.

Voters can generally be divided into 3 categories:

1. **YES VOTERS** - Voters that plan to vote for you
2. **NO VOTERS** - Voters that are voting for another candidate
3. **UNDECIDED or MAYBE VOTERS** - Voters who are unsure how they plan to vote

Yes voters are the converted and *No* voters have already made up their minds that they will be voting for another candidate so it is not necessary to spend any time and resources targeting them.

The *Undecided/Maybe* voters may make the difference in whether you get elected or not.

To identify your target voter, you need to develop a profile:

- **WHO** is your voter?
- **WHAT** do they care about?
- **WHERE** are they located? (geographical location)
- **WHY** does your target voter vote or not vote?
- **WHEN** can you reach them? **WHEN** do they vote?
- **HOW** do they learn about issues? (for example, TV, newspapers, billboards, church, mosque, etc.)

Campaigns never have enough time, people, or money. So it's important that we target our resources and direct them where they will help us win, and not waste them. That's why we target voters—so we are focusing only on the voters who can make the difference in helping us win.

- Every candidate starts out with a base of support. Who might be in your base of support? (It probably includes members of your family, village, ethnic group, and party.)
- Every candidate also starts out with a group of voters who are opposed to her such as other candidates' supporters and members of other parties.
- It is not a good use of the candidate's time to talk to the people who are already opposed to her. These people are unlikely to change their minds. And while a candidate should not ignore her base of strongest support, it is also not a good use of the candidate's time to talk to these people. The candidate is not likely to lose their "votes." However, you should focus on these people for fundraising and recruiting your campaign volunteers!

- So the candidate and the campaign should focus in the middle—on the voters who have not made up their minds yet.

	FOCUS ON THESE VOTERS!			
1	2	3	4	5
Your base: These people will vote for you	Undecided but leaning toward you	Undecided Voters	Undecided but leaning toward your opponent	Your opponent's base: These people will NEVER vote for you

TOOL #4: VOTER CONTACT

How will you reach voters? How much time will it take? Resources?

No matter where you are, the electorate looks similar to this:

- **1% = Decision and policy makers.** This includes every political leader from the president to the mayor, ministers, members of parliament (MPs), local councilors, and party presidents, who wake up and go to bed thinking about politics!
- **9% = People somehow involved in politics.** This includes political party members, volunteers, civil society activists, government administration employees, politicians' families, and others who are involved in politics in some way or whose lives are influenced by politics.
- **15% = People who read the news and know "who is who" in the world of politics.** Even if they do not participate in politics themselves, they have an opinion and are informed.
- **75% = The rest of voters who we need to vote for us.** Our friends and neighbors who would never spend time in a meeting at a party local branch or who do not care to know how many MPs of each party are elected to the Parliament. They spend their spare time watching entertaining TV programs and sports, or talking about other things that they see as more important for their daily lives, such as prices in the market.

Most people are busy worrying about their own everyday problems – at home, at school, at work, with family, with friends. They spend time thinking about their issues, rather than learning about political parties and candidates.

If you want voters to get to know you, follow two basic principles to make it easy for them to remember you and learn about you:

- Choose the most convenient communication channels for your target audiences.
- Use your resources wisely and efficiently.

Voters are most influenced by a personal meeting with the candidate. The second most influential strategy is meeting an enthusiastic and committed volunteer. Keeping this in mind, prioritise your voter outreach methods and develop a strategy for implementation. Always tailor your strategy to suit your community.

Follow these steps to develop your voter contact plan:

1. Map the district and keep records

It is important to map your voter contact geographically and to keep an accurate record of your voter contact activities.

- Obtain detailed maps of the voting districts in your community, which you should be able to request at the NEC District Election Offices.
- Divide the maps into polls. A poll is comprised of the voters within a defined geographic area who would vote at a specific polling station.
- Post large versions of these maps on the wall of your campaign office.
- Monitor the progress of the voter contact activities (for example, which homes have been visited and where campaign literature has been delivered and distributed).
- Highlight the areas on the maps where voter contact has been made and chart the progress.

2. Create poll kits

Create a kit for your volunteers going door-to-door that ideally contains:

- A detailed map of the area surrounding the polling station
- Written instructions and a suggested script
- A list of the voters in the area
- The name and address of the polling station
- Clipboard and pens
- A voter log to record information
- Volunteer and membership forms
- Name tag to identify the canvasser and the campaign which they are working for
- Literature which can be left with the voter such as a flyer or newsletter

3. Identify and organize voter lists

- Obtain voter lists from your political party. You may also be able to request the voter list from the NEC District Election Offices.
- Identify your supporters on the voter list. Your goal is to have a clean list with names of voters who have indicated their support for you that you will contact during the *Get Out the Vote* campaign.

4. Develop voter outreach strategies that will be utilized in the campaign

Make a list of all the voter outreach strategies that will be used and develop a plan to carry them out (*how, when and where*).

Community Meetings: Community meetings allow you to reach a cross-section of the community to hear their views on various issues. At a community meeting, you can take the opportunity to deliver your campaign message and talk about the solutions you are proposing for the issues they raise.

- Draw on your supporters. Enlist the help of respected, well-known groups or organizations and friends of the party or candidate in mobilizing people to attend the meeting. If the invitation comes from a respected organization, it will increase the meeting's credibility.
- Share the stage. Invite other groups and organizations that are interested in similar issues and concerns to participate in the meeting. Again, if these organizations are respected and have large memberships, you may be able to reach people you would normally not make contact with.
- Use registration forms creatively. You can use registration forms to get some of the same information you would get during door-to-door visits. For example, you might ask if they have decided how they intend to vote in the upcoming election.
- Recruit volunteers. Have volunteers present to mingle with guests and try to recruit additional volunteers. Volunteers can circulate to talk to people about the campaign.
- Offer snacks. If you are able to offer refreshments after the meeting, you will create a more relaxed and social atmosphere and people will remain longer.
- Try to offset costs. Sharing the stage or looking for in-kind donations can help alleviate some of the costs. Churches, mosques, community organizations, schools, etc. might be willing to give you the space for the meetings free. You can try to get snacks, equipment, printing costs, etc. donated by friends and supporters of your campaign.

Door-to-Door Visits by the Candidate: Receiving the message directly from a candidate is a very effective way to win support. It puts a human face on the campaign and sends the message that you care enough to talk to voters one on one. Door-to-door visits give the voter a comfort level with the candidate and the campaign.

- Let people in the community know in advance when you will be coming. Publicize your visits by using methods that are most effective in your community. You can post notices, run an ad on the local TV station, use a loudspeaker, etc.
- Choose times that are least disruptive to residents.
- Dress comfortably but appropriately.
- Identify yourself as a candidate by using an official campaign badge and other campaign materials such as a t-shirt or button.
- Always bring an assistant for security and who can record the voter contact. Ensure your assistant carries a poll kit.
- Prepare what you will say ahead of time. See the sample script for candidate's door-to-door visits at the end of this chapter.
- Do not argue with hostile voters or people that do not agree with you. If people become hostile or argumentative, end the visit politely and leave.
- Be sincere, polite and pleasant.
- Limit the amount of time you spend at each door.
- Leave something behind such as a flyer or newsletter.

‘WalkABOUTs’: *The candidate and/or volunteers can also target areas where people gather such as bus parks and markets to talk to voters and distribute campaign literature.*

If you are trying to reach a particular segment of the population, think creatively about where you do your ‘walk about’. For example, if you are trying to reach working mothers, you might focus on going to day care centres or schools at pick-up and drop off times.

Door-to-Door Canvassing and Literature Drops: In a door-to-door canvassing effort, volunteers go door-to-door on behalf of the campaign in order to:

- Provide information about the candidate
- Drop off campaign literature
- Identify the *yes*, *no* and *undecided/maybe* voters
- Recruit more volunteers

Ideally a volunteer who lives in the area should be responsible for doing the door-to-door canvassing in that area. Remember that your campaign volunteers are representing your campaign. Their performance will reflect either positively or negatively on you. It is important therefore that volunteers are carefully trained. Volunteers are not explaining your policies but giving campaign information only to potential voters.

Training door-to-door volunteers:

- Emphasize the importance of their role in the team effort.
- Make the purpose of their canvassing visits clear.
- Allow time to practice using scripts (see the sample *Door-to-door Script* at the end of this chapter) and forms such as voter log records.
- Assist the volunteers in anticipating various situations they may encounter, including hostile voters or voters who want to continue talking for long periods. Role-playing is an effective tool for this.

Volunteers should:

- Go in teams of two for security. Also, it is preferable to team experienced volunteers with new recruits.
- Dress comfortably but appropriately.
- Identify themselves by wearing an official campaign badge and other campaign materials such as a t-shirt or button.
- Use the script that has been provided and be as concise as possible.
- Limit the time spent at each door.
- Always be sincere, pleasant and polite.
- Ask voters to get involved in your campaign as a volunteer, if they show an interest in the campaign.
- Keep a voter’s log.

Keeping records:

- It is crucial to keep track of where the volunteers went and who they spoke to.
- A voter log is a good tool for accurate record keeping when you are out canvassing. See the attached *Sample Voter Log* at the end of this chapter.
- Constantly update your voter list as you go through your campaign and identify your supportive voters.
- Track the door-to-door effort with the maps you have put up on your campaign office walls.

Mail: Sending campaign literature through the mail to targeted voters is another voter contact tool. On its own, this method is thought to be the least effective. However, when used in tandem with door-to-door canvassing, by following up a personal visit with a personal letter, it can be very effective. The purpose of the mail strategy is to reinforce and emphasize your campaign message to your voters. Send a follow-up letter reinforcing the campaign message to all positive or *undecided/maybe* voters who were greeted at their doors. For voters who were not at home when a volunteer knocked on the door, a follow-up letter about the candidate or party's program can be delivered. Mail can be hand-delivered or sent through the post.

Campaign Materials: Campaign materials such as newsletters, flyers and brochures should convey your campaign message as quickly and concisely as possible. They should also be designed to draw a voter's attention to the information. The following techniques can be used to grab the voter's attention and quickly deliver an effective message.

Tips for Campaign Materials

- ✓ **Action photographs:** Photos are a good way of grabbing people's attention immediately. Try to use photos showing the candidate talking to someone or doing something. Action photos can convey a message about the kind of person the candidate is and what her priorities are. For example, pictures of the candidate with children at school can suggest a message about the party's interest in education.
- ✓ **Bold headlines:** After looking at the photos, people will next read the headlines. The whole message should be understood in the headline – a brief statement or two in large font.
- ✓ **Short and concise:** Less is more. Say whatever your campaign wants to convey in as few words as possible.
- ✓ **Stay on message:** All campaign materials should stick to your campaign message. The idea is to repeat the message as many times as possible and in as many different ways as possible throughout the campaign.
- ✓ **List of points:** When listing a candidate's platform or a program or any other series of information, list the text in a bullet form, rather than put it in paragraph form.
- ✓ **Candidate's name and contact information:** Ensure that the candidate's name is big and bold and that every piece of literature that goes out has all your campaign's contact information on it.

Telephone Canvassing: Telephone canvassing can be an effective tool for reaching voters in some areas in Sierra Leone. However, some communities have very few or no phone lines. Further, cellular phones, which are becoming more and more common, are not listed in the directory. Keep these considerations in mind when prioritising your voter contact strategies. Phone calls can be made from a central location or different locations in the community. It is more effective to have groups of volunteers making calls from one location so that questions can be answered as they arise.

Sample Volunteer Canvas Script (Telephone or Door-to-Door):

- Hello my name is _____ and I am calling on behalf of [candidate's name] _____.
- How many voters in your household?
- Is this your correct contact information?
- What are the most important issues for you?
Jobs? Healthcare? Education? The Economy? Crime? etc.
- Have you heard of [candidate's name] _____?
- *If yes or no, she is a candidate who stands for: [Deliver her campaign message.]*
- I will leave/send you a [pamphlet/brochure/newsletter/flyer] about what [candidate] has done for the community in the past and intends to do in the future.
- Thank you for your time. It was nice meeting with you and hearing your opinions. I will pass on your concerns to [candidate]. She will continue to seek advice from residents after she is elected.
- Have you decided who you are voting for in the next election?
- **Can we count on your support in the election on [month/day/year]?**
- If there is a positive response, ask if there is any interest in volunteering on the campaign and offer to send/leave a volunteer form.

Volunteers should be properly trained for telephone canvassing. Instructions and training should include:

- A clear understanding for the reason for the calls
- Guidelines for appropriate times to call
- A telephone canvas script (see *Sample Volunteer Canvas Script* at the end of this chapter)
- What to do if there are specific questions about the candidate or her positions on issues

- Forms to record the calls, with space to note any follow-up activity required
- A good understanding of what to do in difficult situations. For example, hostile or very talkative voters.
- What to do if there is no answer or if the phone is engaged
- The name and address of the polling station, in case a voter asks
- An understanding that all calls should be relatively short, friendly and professional

TOOL #6: CAMPAIGN RESOURCES

What funds do you need? How do you get them?

Voter contact is critical, but it cannot be done without funding. To keep your campaign operational, make sure you devote sufficient time to maintaining your campaign resources.

Draft a Budget

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 need in your campaign.

Follow these steps:

- Make a list of all the items that will cost money over the course of your campaign, such as posters, t-shirts, transportation, snacks for volunteers, etc.
- Estimate how much each item will cost.
- Look at how much money or other resources you currently have on hand.
- Determine how much money you need to raise to run your campaign.

Start your own budget by filling in the following chart:

MY CAMPAIGN BUDGET

ITEM	COST
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	
TOTAL BUDGET	

Now, make a list of the resources you already have.

MY EXISTING RESOURCES

ITEM	COST
1.	
2.	
3.	
4.	
5.	
6.	

7.	
8.	
9.	
10.	
TOTAL EXISTING RESOURCES	

What additional resources will you need to identify and raise for your campaign?

WHAT RESOURCES I NEED

ITEM	COST
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	
TOTAL NEEDED RESOURCES	

Fundraise

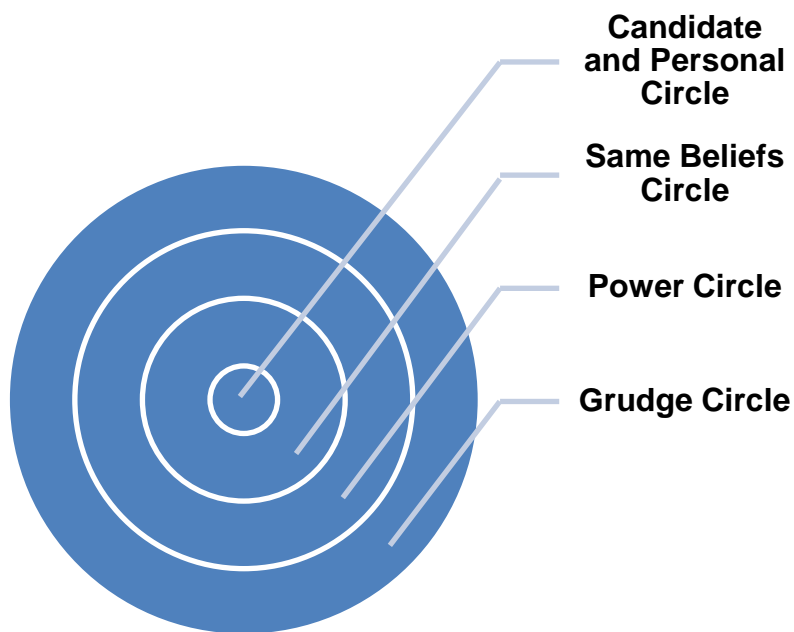
No one LIKES asking people for campaign donations, but it’s a necessary part of running for office. Keep the following principles in mind while you are making your “ask.”

WHY would someone want to give money to your campaign?

- They want to.
- They know and/or grew up with you or the person who is asking.
- They were asked and given an opportunity to say yes.
- They believe that what you say or stand for serves their needs.
- They have worked with you before and respect you.
- They like what you have to say and what you stand for.
- They know someone else supporting you.
- They dislike the other candidate.
- They see this as opportunity to advance their interests.
- They think you are the candidate most like them.
- **You asked and asked and asked.**

Getting contributions is all about 1) ASKING and 2) understanding the motivation and self-interest of the donor.

The 'Circles of Giving' model helps us understand donor motivations and how to tailor your approach or "ask".



In the Center—The Candidate

The candidate must give something to show that she believes in her own campaign. If a candidate contributes an amount that was difficult to give, she is showing that she has stretched herself and it allows her to ask others to give more.

Personal Circle—Family and Friends

Family and friends want you to succeed. This category of givers gives out of loyalty.

Same Beliefs Circle

People who support candidates based on ideology are driven by a particular cause. They believe what the candidate believes in. To win the support of this group, the candidate must show a common interest or experience.

Power Circle

These people believe their personal power will increase through the election of a particular candidate or party. They want a candidate who will promote and advance their interests. These people tend to give late in the campaign because they want to back the winner.

Grudge Circle

This category of donor does not like your opponent. They are linked to you by a common desire to see your opponent defeated. When appealing to this group, talk about what will happen if you are not elected, how your opponent failed the community in the past, and what you will do differently.

Who are the people in each circle who you can ask to support your campaign?

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 large number of potential donors and give your campaign good publicity. BUT they can be expensive—make sure that you do not spend more on an event than you might bring in.

Support Circles: Identify 10 women who support you, such as your best friends, your mother's best friends, and your daughter's best friends. Ask these women to pledge to contribute a certain amount to your campaign and to each recruit an additional 10 women who will also pledge to support your campaign with a donation of time or money. You already will have 100 supporters ready to help you win the election!

TOOL #7: YOUR MESSAGE

A strong, clear message is the most valuable tool a candidate can have to:

- persuade voters that you are the best choice
- make sure people remember you and what you stand for
- connect voters' concerns to your candidacy
- give people a reason to come out and vote

Your message should be:

- short
- truthful and credible
- important and persuasive
- shows a contrast between you and your opponents
- clear and speaks to the hearts and minds of voters
- targeted at a specific group of winnable voters
- repeated again and again

A message combines two elements—who YOU are, and what you will do to make people's lives better if you are elected.

REMEMBER:

- ***Short is sweet!***
- ***Repeat, repeat, repeat!***

Your message is where your STRENGTHS meet the VOTERS' ISSUES, so that they have a clear CHOICE in the election.

To come up with your message, just follow these steps:

- **Identify the problems:** Talk to people (both women and men) throughout the constituency and identify their concerns.
- **Develop solutions:** Think of ways to solve their problems.
- **Consider your own strengths and connection to the problem.**
- **Create your message:** Think of a message that addresses the constituents' concerns and highlights your solutions and strengths.

Sample Message

1. **Problem:** Many people in the village do not have enough money to buy clothes, rice, kerosene, and other basic items.
2. **Solution:** Small income-generating activities should be initiated to improve the economic status of the villagers.
3. **Strengths/Connection:** Businesswoman Mary has a reputation for being a hard worker.
4. **Message:** "Mary Barrie: working hard to improve economic opportunities for all villagers."

Exercise: Issues Affecting Your Community

From the research you have done, list the issues that affect your community the most, including issues that are your own priority concerns. Remember that the *undecided/maybe* voters are your most important voters. Be sure to include the issues that are most significant to them.

1.

2.

3.

4.

5.

6.

7.

8.

Where your priority issues intersect with the concerns of the voters, you have identified the **THREE MAIN ISSUES** that you are going to talk about *every single day* until Election Day.

1.

2.

3.

TOOL #8: PUBLIC SPEAKING

The more effectively you can communicate as a speaker, the better able you'll be able to reach voters and move them to supporting you.

Effective public speaking requires four "P's":

Preparation—This means thinking about your speech beforehand—Who is the audience? What do they care about? What are the most important things you want to convey? Write your speech out!

Practice—This means delivering your speech, several times, in front of a mirror so you're ready to deliver it with confidence in front of a group. You can also give your speech to family members or good friends and ask for their feedback.

Presentation—Studies have shown that the vast majority of people gather data by sight.

This means that HOW you present yourself is actually more important than WHAT you say.

Personal Contact—Your audience wants to connect with you as the speaker.

Public speaking tips:

- Stand, don't sit. Stand up straight.
- Relax!
- Use gestures to communicate meaning.
- Be sincere.
- Scan the whole room—make eye contact with all.
- Smile!
- Speak more slowly than usual, so everyone can understand you.
- Modify your voice to demonstrate emotion and emphasis.
- Minimize distractions: don't chew gum, and turn your cell phone off.
- Connect with the audience by mentioning common concerns and showing them you care.
- Move around to energize your speech and to emphasize points.
- Use note cards with a rough outline only; don't read your speech.
- Restate your name and purpose of your speech at the end.

TOOL #9: ENGAGE THE MEDIA

Now that you have created a clear and simple message, you must find a way to communicate that message to the voters. Engaging the media is an effective way to reach a large audience. While you can pay money to advertise on the radio or in newspapers, there are other more creative, effective, and affordable ways to engage both FORMAL and INFORMAL MEDIA.

FORMAL MEDIA

Three basic steps to engaging formal media:

Step #1: Identify the key media outlets that reach your target audience.

Step #2: Determine which Editor or Journalist will give you the best coverage at each radio, newspaper, or TV outlet and create a Media List with their names and contact information.

Step #3: Throughout your campaign, make phone calls and send text messages to everyone on your Media List with information on your daily schedule and important events.

How to increase coverage:

- Your campaign announcement is important because it is the one time you are guaranteed to get press coverage of your candidacy. Invite the press. Send out several press releases and make follow-up calls. To maximize your press coverage, give the reporters a press release that clearly states your message.
- The main reason that reporters don't contact political candidates during election campaigns is that they earn very little money and cannot afford to buy cellphone minutes. You can work around that in the following ways:
- Frequently go to the radio station or newspaper office in your area to communicate your message in-person.
 - i. When another candidate has an event or makes a statement on an issue, respond with your message. (This means every time another candidate gets news coverage, you will also appear in the media)
 - ii. Identify trusted and capable reporters and call them directly.
 - iii. Call-in to radio talk shows and breakfast shows.
 - iv. If you are traveling to another area or village by car, make room in the vehicle for a reporter (who does not have money for transport) to cover your event.
 - v. In rural areas, community radio reporters are hungry for news, so you can 'create' news by organizing small events and inviting the media.
 - vi. Some media outlets will print or broadcast a press release exactly as it is written in the news section. For this reason, you should draft short and simple press releases that convey your message and, over the course of the campaign, send press releases to media outlets.
- You should understand the power of "Name Identification" - the more people hear

your name, the more likely they will vote for you. One way to use the community radio effectively and cheaply to get your name repeated on-air is for supporters to request songs at the radio station in your honor.

INFORMAL MEDIA

In many areas of Sierra Leone, access to formal media such as radio and newspapers is limited, so you may have to rely on ‘informal media’ to spread your message. Here are some tips:

Get a volunteer to walk through the village with a bullhorn or loudspeaker to deliver your message.

- Capitalize on special events, such as market days, sports events, women centre trainings, community meetings, or church gatherings, to spread your message to large audiences.
- Recruit key business people that have high-volume customers to deliver your message. i.e. phone charging station.
- Organize a "Texting Tree" during free or cheap calling hours. Identify the cheapest time in the day to send text messages, then get 10 volunteers to text 10 people each, and ask those 10 people to text another 10 people with your message.
- Select community ambassadors to deliver your message. Draft “talking points” that will answer basic questions about your issues. Make sure everyone on your team is using the same simple, direct message.
- If you are running a campaign in an area where people frequently access the internet, use facebook and other social media tools.

Start your Media List here:

Media Outlet	Name of Journalist/Editor	Contact Information

TOOL #10: MAKING IT HAPPEN!

Now that you've identified which voters you need to reach and how to best reach them, let's make it happen!

Your Role

The most important person in any political campaign is you, the candidate. Your time is the most precious resource of your campaign. If you waste time, it can never be replaced.

Your role is very simple: **meet and persuade as many people as possible.**

This is what you want to spend most of your time doing. That means that you need to find other people who you trust to actually manage and run your campaign.

Mobilize Human Resources

Running a campaign is like leading a village. You cannot do it alone. Organizing your campaign team and volunteers is hard work, but it will pay off.

If possible, try to find one person to be the **CAMPAIGN MANAGER** to run your campaign. The campaign manager is responsible for the daily management of your campaign (logistics, budget, managing volunteers, etc.). You must have complete trust in this person, and they would ideally be willing to focus all their time on your campaign.

You will also need additional **VOLUNTEERS** to help with your campaign.

Think about the following questions:

- How many volunteers will your campaign need?
- What are some likely sources of volunteers?
- How will you recruit them?
- How will you train them?

Here are some tips for recruiting and organizing campaign volunteers:

- Look first to your family, friends, and neighbors when building your volunteer base.
- Make sure that all your volunteers know your campaign message and what you stand for.
- Do not bribe people into working on your campaign.
- Always thank people who volunteer for you. Offering them snacks or food is always appreciated.
- Be organized and provide clear expectations and instructions to volunteers.

Create a Campaign Plan

To be a successful candidate, one needs to plan ahead and create a detailed “campaign plan.” A campaign plan is like a road map that tells you how to get to where you want to go (Parliament or Local Council, for example).

The first step in developing a plan is to list all the necessary campaign activities such as:

- Recruiting a campaign team and volunteers
- Reviewing the voters list
- Identifying your voters and their priority issues
- Developing your campaign message and platform
- Raising money/resources for the campaign
- Designing and printing campaign posters, flyers, stickers, t-shirts, etc.
- Developing a voter outreach plan
- Conducting voter outreach, such as meeting with voters or holding a rally
- Developing and implementing a media plan, including radio interviews
- Calling supporters to make sure they vote on election day
- Assigning volunteers to serve as party agents on election day

For each activity, write down WHEN it should take place. Note that some activities will take more than just one day. For example, assembling a campaign team, recruiting volunteers, and writing a campaign plan could be slotted into one or two week blocks, depending on the campaign.

Next to the activities, list WHO will conduct these activities (candidate, volunteers, party members).

Finally, list HOW you will get each activity done – including any materials or resources necessary for the activity.

Each section of your campaign plan should have:

- ✓ A clear stated goal
- ✓ An explanation of how the achievement of that goal will contribute to the overall campaign objective
- ✓ A clear implementation strategy for achieving the goal

The following is a sample campaign plan that you can use as a starting-off point.

ACTIVITY?	WHEN?	WHO?	HOW?
Recruit campaign team and volunteers			
Review the voters list			
Identify your voters and their priority issues			
Develop your message			
Fundraise			
Design and print campaign materials			
Voter outreach			
Media appearances			
GOTV calls			
Assigning volunteers to serve as party agents on election day			

Create a timeline/schedule for your campaign

The campaign period will last for **approximately one month starting in mid-October**. During this period, you will need to get in touch with as many voters as possible, while identifying resources and raising money, attending town hall meetings and events, talking to the press, and trying to sleep once in awhile. On the calendar below, create a schedule that outlines what days you will hold events, what days you will be out talking to voters, and what days you will work to raise money and resources.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	October 15	October 16	October 17	October 18	October 19	October 20
October	October	October	October 24	October	October	October

21	22	23		25	26	27
October 28	October 29	October 30	October 31	November 1	November 2	November 3
November 4	November 5	November 6	November 7	November 8	November 9	November 10
November 12	November 13	November 14	November 15	November 16	November 17 E – DAY!	

Don't Forget to Work with Your Party!

The following are some of the areas where your party may be able to help you:

- **Message and Information:** Your party should have an overall message of why voters should support its candidates and may have general materials that you could use in your campaign.
- **Materials:** National parties will often help candidates design campaign materials so that they match the national message. They may also provide you with posters, flyers, and other materials from the national campaign.
- **Visits:** The visit of national party leaders to your district can help draw attention to your campaign.
- **Endorsements:** Get a photo of you with national party leaders that you can use in your campaign materials.

GOOD LUCK!!!