



‘Running a Successful Campaign’

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Why do we campaign?

- you can only understand **how** to run a successful campaign, when you ask yourself **why** you're doing it;
- to **effectively communicate** with voters, and have **meaningful discussions**
- **identify information** to achieve **desired outcomes**

What types of election have you been involved with?

- **Local Elections:** Parish, Town, Borough and County
- **Area Elections:** PCC, Mayoral, and AM & MSP
- **National Elections:** General Elections, Referenda
- **European Elections:** European Parliament

What is 'campaigning'?

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How do we communicate with voters when we're campaigning?

- **Face-to-Face:** Surveys (i.e. Knock & Drop), Traditional Canvassing (i.e. Voting Intentions), Street Surgeries etc.
- **Digital:** Facebook, Twitter, Instagram etc.
- **Literature:** Newsletters (i.e. InTouch), Election Address, Targeted Issue Campaign (i.e. closure of a local Post Office), Petitions etc
- **Hustings**

What do we want to find out when we campaign?

- **issues and concerns of voters** – that may be personal, local and/or national issues;
- **help with your campaign:** deliverers, canvassers, donors, and future members of the Party;
- **voting intention:** how are residents going to vote in the next election, whether that's local, area or national;

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How do you 'Run a Successful Campaign'?

- **address** the **issues and concerns** residents raise;
- **identify your support** gathered from campaigning
- **get out your voters** on Polling Day (or before!)

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Any questions?

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