

PRACTICAL TIPS FOR CAMPAIGNING

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Some of the most successful methods in political campaigning all around the world are also some of the easiest to follow, and everyone possesses the necessary tools to use them.

I gathered seven different practical suggestions. However, do remember that before starting any campaigning, it is important to be very familiar with the history and background of your candidate.

1st ACTION – SMALL EVENTS



Invite a group of friends (acquainted, coworkers, neighbors) for a tea party in your house.

Start by expressing gratitude for the visit and remember that most people are unsatisfied with the politics in their country.

- Speak with your emotions, not with your reason, about the motives that led you to choose your candidate.
- Remind them of previous achievements of your candidate for his constituency, drawn from all of his past positions. Give precise, tangible examples.

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- If your candidate previously held a legislative position, remind your guests of the legislation he has supported or opposed. Again, give specific examples.
- Present (in brief) the most important proposals from your candidate's election program.

The official campaign part of the meeting should not take longer than 20 minutes. Use some more time to socialize with your guests and to make them feel welcome!

2nd ACTION – PAY VISITS



- Visit your neighbors (from your building, your street) and talk to them about the importance of CONSCIUOS VOTING.
- Present your candidate as an option.
- Do the same with your coworkers, family members, people from your church, clubs, associations, unions, people from NGOs you are in, etc. Well, all the places you are part of.

3rd ACTION – USE CAMPAIGN MATERIAL

- Don't be afraid to show your support: use stickers or flags on your car, wear shirts or pins, hang flags from the balcony or windows of your house. Use the colors of your candidate's campaign wherever you see fit.
- Campaigning means to take a stance. This will always draw compliments as well as criticism,, but don't be afraid to stand up for what you believe in.

4th ACTION – THE LOCAL COMMITTEE



- Participate in the activities organized by your local campaign committee (where available).
- Give your support to the party activities on behalf of your candidate.
- Spare some time to participate in flag parades, the distribution of stickers, door to door visits, meetings etc.
- Invite your friends to be come, too (call them on the phone, send e-mails, help spreading the word in your social network).

5th ACTION – YOUR CANDIDATE IN YOUR CITY

Nothing is more exciting in an electoral campaign than to attend an event with your candidate!

- Participate; invite your friends, family and everybody you know.
- Dress in the colors of your candidate's campaign.
- Carry the flag of the party or the candidate.
- Support your candidate throughout the event to give him positive feedback and energy to continue his or her campaign.

6th ACTION – THE SOCIAL NETWORK

Find your candidate on the relevant social networks (Twitter, Facebook, YouTube).

- Subscribe to these networks and invite your friends.
- Send supportive messages (written or recorded on video).
- Talk about your activities on behalf of your candidate's campaign.

7th ACTION – THE CONSCIOUS VOTE

Use any opportunity to talk about the importance of conscious voting and your candidate.

- In line, waiting for the bus.
- In the supermarket.
- In the open air markets.
- In front of your children's school.
- In the drugstore.
- During lunch break (with your friends).
- After meetings/sermons in church.
- During family reunions.
- In the waiting room of your doctor, dentist, psychologist, etc.

These are simple actions we can all get involved in. Remember that every person is a potential voter.

They say one man represents one vote. We say a woman represents the vote of the whole family!