

Top Tips for a Successful Campaign



**THE SU
UNIVERSITY
OF BATH**

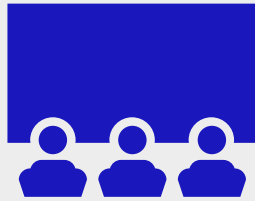


Number 1 thing to remember:

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



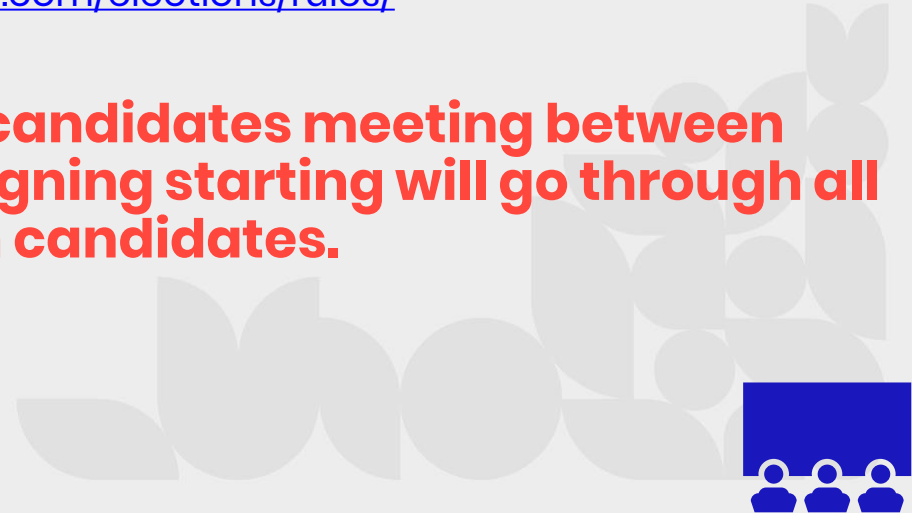
Our rules ensure the election is fair & inclusive to all students.

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

Be aware of them and read up (there's not that many!)

<https://www.thesubath.com/elections/rules/>

Don't worry – the mandatory candidates meeting between nominations closing and campaigning starting will go through all the rules with candidates.



The Campaign

There will be further specific training on campaigning dos and don'ts for candidates after nominations close



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:

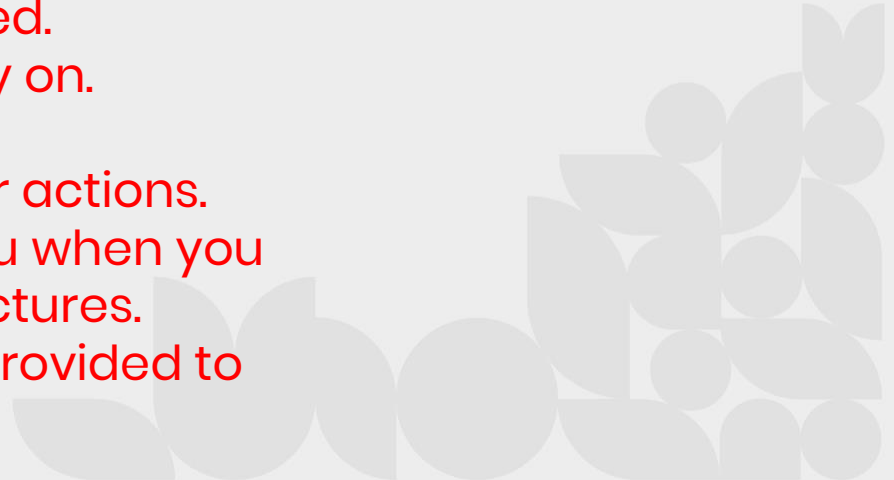
- Use spreadsheets to plan your time effectively, ensuring you input all the relevant training, help sessions, and events.
- Create an hour-by-hour campaign plan. You only have 56 hours to physically campaign whilst voting is open!
- Incorporate your life by planning effectively. Use freezer meals, be 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 drop ins to check in with your mentor. There will also be a slot when you'll be at **Questions to Candidates!**



Campaign Team

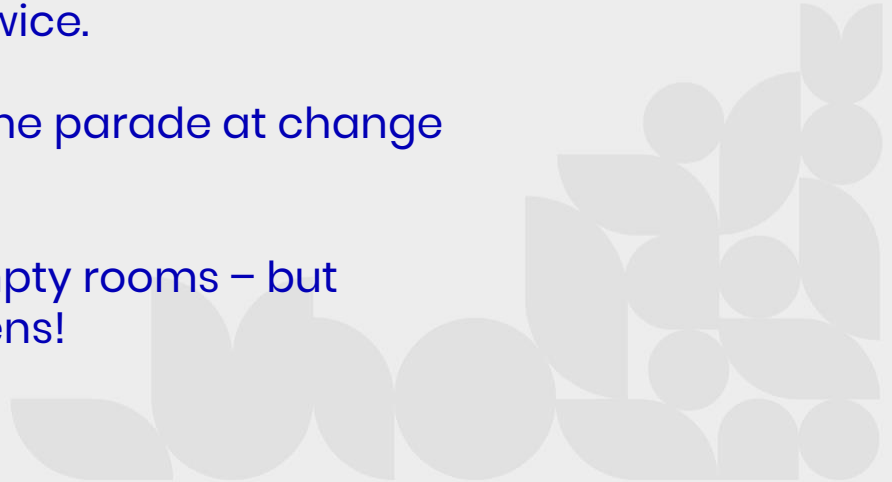
- You are allowed 15 people maximum - not including you.
- Start recruiting now if you haven't already.
- A broad mix of interests and years/levels of study can be helpful.
- Only current UoB students are allowed.
- Establish the time commitment early on.
- Be aware of conflicts of interest.
- Choose 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 returning officer:

sureturningofficer@bath.ac.uk



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!



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 not included in your budget.
- You can also use the Edge Art Space resources (paints and brushes) to help make your banners free of charge, but this is a shared space and is not private ([see the session dates for this here](#)).
- Don't bend the rules – the Democratic Procedures Team will be monitoring all campaigns.
- All t-shirts and sheets expensed at £1 – printing is extra
- 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 ([you can also check here for access to social media training](#))

Here are some of the Previous Slogans used by candidates.

Use these as inspiration to come up with your own!

- 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
- Prepare for all weather
- Organise your team – shift work?
- Vary your locations
- Go to accommodation blocks (City too)
- Stunts (please check with us 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
@TTIMEA

Banners

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



Original ideas



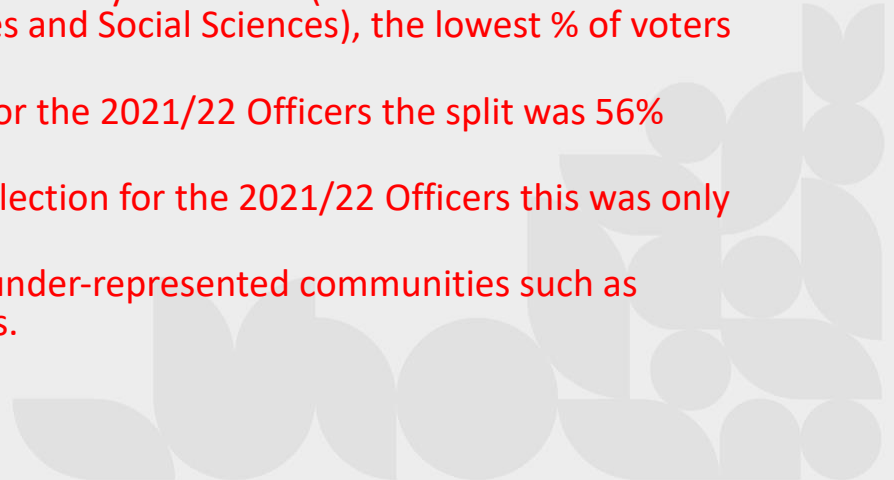
Other TOP TIPS

- 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



Useful info about the voters in previous years

- 85% of voters were undergraduate students
- 36% of voters were first year students (in 2021/22 the highest % of voters were from fourth year)
- Regarding Departments, the highest % of voters were from the School of Management, followed by Department of Mathematical Sciences, Department of Politics, Languages and International Studies. The lowest % of voters were from the Department of Education, followed by Chemistry, Natural Science and Pharmacy.
- Faculty wise the highest % of voters were from the Faculty of Science (in the election for the 2021/22 Officers this was the Faculty of Humanities and Social Sciences), the lowest % of voters were from the School of Management.
- Equal split of male/female voters (in the election for the 2021/22 Officers the split was 56% female, 43% male)
- 30% of voters were overseas/EU students (in the election for the 2021/22 Officers this was only 23%)
- Numbers were particularly low from some of our under-represented communities such as disabled students, Black students, mature students.



Key dates

- **Nominations Open:** 17:00 Monday 04 December 2023
- **Nominations Close & deadline for manifestos and candidate forms:** 12:00 noon Thursday 22 February 2024
- **Polling opens:** 09:00 Tuesday 05 March 2024
- **Polling closes:** 17:00 Thursday 07 March 2024

<https://www.thesubath.com/elections/timetable/officer-elections-timetable/>

