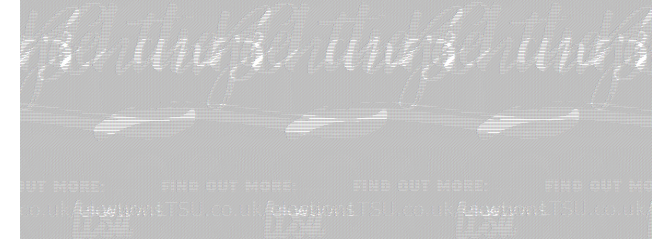


# Campaign Support



# What we'll cover today



## Who, What, When, Why, Where, How?!

### **NOMINATIONS**

Open 7th January 09:00  
Close 18th February 16:00

## **ELECTIONS 2022**

[WWW.LTSU.CO.UK/ELECTIONS](http://WWW.LTSU.CO.UK/ELECTIONS)

### **VOTING**

Open 28th February 09:00  
Close 3rd March 17:00



# WHAT is campaigning?



***All campaigning means is communicating to as many people as possible and showing them why they should vote for you***

**Campaigning = votes**

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# WHO are you campaigning to?!



## **Uninterested Informed**

Knows something but may think they know everything. Share some facts and test their knowledge.



## **Interested Uninformed**

Interested, but doesn't know much. Explain the information to them and check that they understand.



## **Uninterested Uninformed**

Does not know about the topic and does not want to. You may have caught them at a bad time. Offer them a leaflet and let them know they can contact you



## **Interested Informed**

Knows a bit about the campaign, wants to know more. Make sure to listen to what they say to find out what they want to know.

### **NOMINATIONS**

Open 7th January 09:00  
Close 18th February 16:00

**202**  
[WWW.LTSU.CO.UK](http://WWW.LTSU.CO.UK)

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# WHEN do you campaign?

***Campaigning can  
begin Friday 25<sup>th</sup>  
February from 09:00***



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Close 18th February 16:00

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# WHEN do you campaign?

**TO DO THIS WEEK**

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY

DESIGN LITERS

Typography: Arne Jacobsen

## NOMINATIONS

Open 7th January 09:00  
Close 18th February 16:00

ELECTIONS  
**2022**

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# WHERE to campaign...

## THE CAMPUS

### EDUCATION & LEARNING

1. Main Reception
2. South Entrance
3. The Enterprise Centre
4. St. Bede Centre
5. Andrew Kavan Learning Centre
6. Trinity Building
7. Shrewsbury Building
8. Photography Studio
9. Media Centre
10. Centre for Journalism
11. Mary Halloway Lecture Theatre
12. Student Support Services
13. Auditorium

### SOCIAL & OTHER

14. Students' Union
15. The Chapel
16. The Bar
17. Atrium Cafe
18. Dining Room
19. Library Cafe

### SPORTS & FITNESS

20. Sports and Fitness Centre
21. Floodlit Sports Court
22. 3G AstroTurf Pitch
23. Tennis Courts
24. Running Track
25. Football Pitch
26. Rugby Pitch
27. Outdoor Changing Rooms

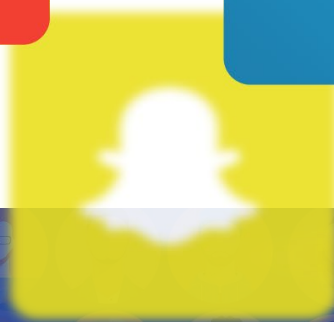
### HALLS OF RESIDENCE

28. Norwich Hall
29. Whitby Hall
30. St. Albans Hall
31. Ripon Hall
32. Kirkstall Hall
33. All Saints Court
34. Trinity Close
35. Fountains Court



- Bus to Leeds
- Free Shuttle Bus Stop
- Wheelchair Access
- Parking

# WHERE to campaign...



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# HOW? Campaign Team

Can be really useful for when you're busy, have deadlines, or just need a nap!

*Things to consider:*

- *When are they available?*
- *Do they have time?*
- *Let the people in your team know what you need from them at the beginning*
- *Remember, if someone in your campaign team breaks a rule, so do you.*
- *You don't have to have a campaign team! Plenty of candidates have won without one*



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# What brands?



FIND OUT MORE  
@LTSU.CO.UK

## NOMINATIONS

Open 7th January 09:00  
Close 18th February 16:00

# 2022

[WWW.LTSU.CO.UK/ELECTIONS](http://WWW.LTSU.CO.UK/ELECTIONS)

## VOTING

Open 28th February 09:00  
Close 3rd March 17:00

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# HOW? Create a BRAND (Cam

- Eilidh Fulton  
(GCU Students' Association)



Op  
Close 18th February 16:00

Close 3rd March 17:00



# HOW? Create a BRAND (Campaign)





# HOW? Tagline...

***Re-Elect Rachel Simpson***  
#1 FOR STUDENT PRESIDENT  
FOR A COMPREHENSIVE REVIEW OF STUDENT SUPPORT AT GCU, FOR A 24 HOUR LIBRARY, FOR EXAMS BEFORE CHRISTMAS, AND FOR REVOLUTIONIZED FEEDBACK AT GCU.



RACHEL SIMPSON: EXPERIENCE YOU CAN TRUST.

**VOTE GILL THAYNE**  
**4 SPORTS PRESIDENT**

**A**PPRECIATION OF SUCCESS!  
ACKNOWLEDGING CLUBS FOR SUCCESS BOTH ON AND OFF THE PITCH

**B**UILDING CLUB FUTURES  
- SUPPORT CLUBS REACH THEIR GOALS  
- HELP FACILITATE FUNDRAISING

**C**OMMUNICATION  
OPEN CHANNELS OF COMMUNICATION SO EVERYONE IS AWARE OF WHAT IS OCCURRING WITHIN THE UNION



VOTE ONLINE FROM 9AM ON 11TH UNTIL 6.15PM 12TH MARCH VIA THE UNION WEBSITE



**NO THAYNE, NO GAIN**

Open 28th February 09:00  
Close 3rd March 17:00

**NOMINATIONS**  
Open 7th January 09:00  
Close 18th February 16:00

**ELECTIONS**  
**2022**

[WWW.LTSU.CO.UK/ELECTIONS](http://WWW.LTSU.CO.UK/ELECTIONS)

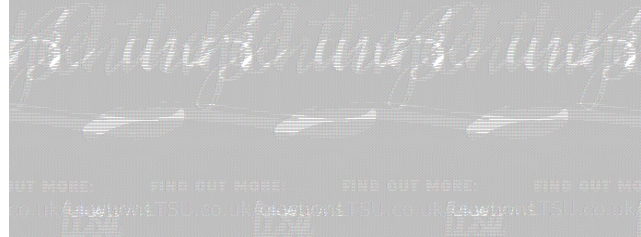
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HOW? Getting the message out...

# Talk to students

# Campaign Launch Party



**NOMINATIONS**  
Open 7th January 09:00  
Close 18th February 16:00

**ELECTIONS  
2022**

**VOTING**  
Open 28th February 09:00  
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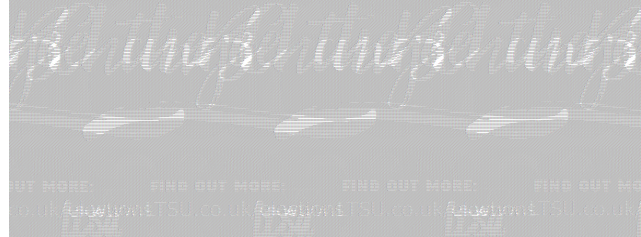
[WWW.LTSU.CO.UK/ELECTIONS](http://WWW.LTSU.CO.UK/ELECTIONS)





HOW? Getting the message out...

# Lecture Shout Outs *Clubs and Societies*



## NOMINATIONS

Open 7th January 09:00  
Close 18th February 16:00

# ELECTIONS 2022

[WWW.LTSU.CO.UK/ELECTIONS](http://WWW.LTSU.CO.UK/ELECTIONS)

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# HOW? Publicising your campaign...



[Digital Campaigning Pack 2022 \(ltsu.co.uk\)](https://ltsu.co.uk)

## NOMINATIONS

Open 7th January 09:00  
Close 18th February 16:00



# ELECTIONS 2022

[WWW.LTSU.CO.UK/ELECTIONS](https://www.ltsu.co.uk/elections)

## VOTING

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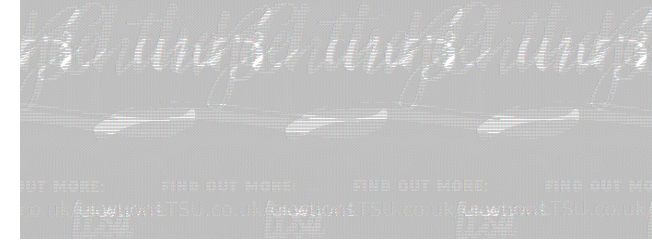




# HOW? Publicising your campaign...



- Poster blindness
- Posters and banners
  - Sustainability
  - Cardboard (reusable/recyclable)



## NOMINATIONS

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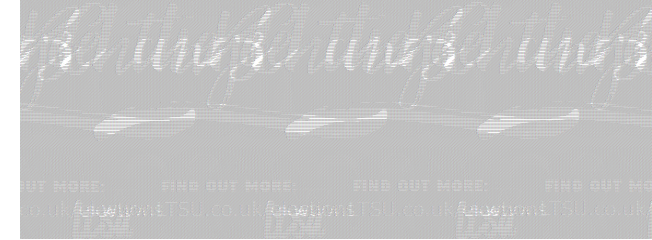
Open 28th February 09:00  
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# HOW? Write your manifesto!

**Last manifesto  
drop-in  
tomorrow  
11.30am**



## **NOMINATIONS**

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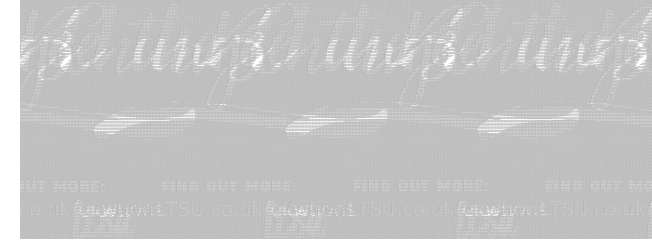
## **VOTING**

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# HOW? Campaign Tips

- Focus on getting people to vote in the first place
- Be honest!
- Appeal outside of the SU
- Speak to voters directly (listen to students!)
- Don't talk about the opposition
- Get beyond clichés – don't assume students are all the same
- PLAN, PLAN, PLAN!!



## NOMINATIONS

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# HOW? Campaign budgets

- You have a £40 allocation for your budget
- We provide you with up to £20 and you provide the other £20 of spending
- You must email your expenses form to [LTSUElections@leedstrinity.ac.uk](mailto:LTSUElections@leedstrinity.ac.uk) with all your receipts attached
- You can NOT go over this amount!



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# HOW? Campaign budgets

- Plan out exactly how you are going to spend your money in advance
- If in doubt check before with the Deputy Returning officer before spending your budget
- You don't have to spend it all



## NOMINATIONS

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# HOW? Stick to the rules

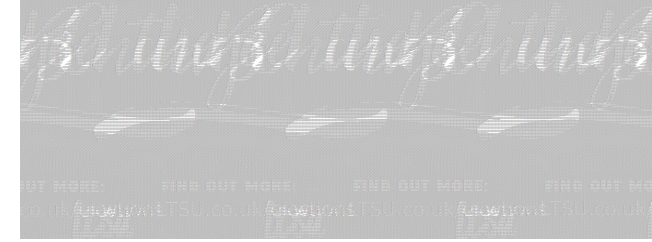
1. Candidates may not campaign until after the final Candidates Briefing has taken place. This means no flyers, posters, wearable items associated to a candidate's campaign or other means of written publicity can be displayed before this time. This also extends to Facebook pages for your campaign and any other similar use of alternative social media channels. Please note that conversations are not included in this definition of campaigning and therefore is permitted.
2. Candidates may only alter, move or remove their own campaign materials.
3. Campaigners may only use mailing lists where lawful to do so. In most cases this will require the consent of the members on the list to use their details for election purposes.
4. Students' Union student staff and sabbatical officers are not allowed to campaign for themselves or on behalf of any candidate whilst working for the Students' Union or wearing a Students' Union uniform.
5. The Union will not endorse a candidate and candidates must not state in election publicity that their policies have been endorsed by the Union or make reference to individual members of staff. Union staff will not endorse candidates. Sabbatical Officers are not considered as Union Staff.
6. Candidates are not allowed to affix posters to the University reception, Atrium painted walls or other locations as directed by the DRO.
7. The LTSU logo and Leeds Trinity University logo are not to be used in your campaigning publicity.



# HOW? Stick to the rules

## Campaign Teams

1. Candidates are responsible for any activities carried out by their campaign team
2. There must be no 'negative campaigning' such as candidates or their campaign team making unsupported attacks or challenges on another candidates manifesto or personal nature



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