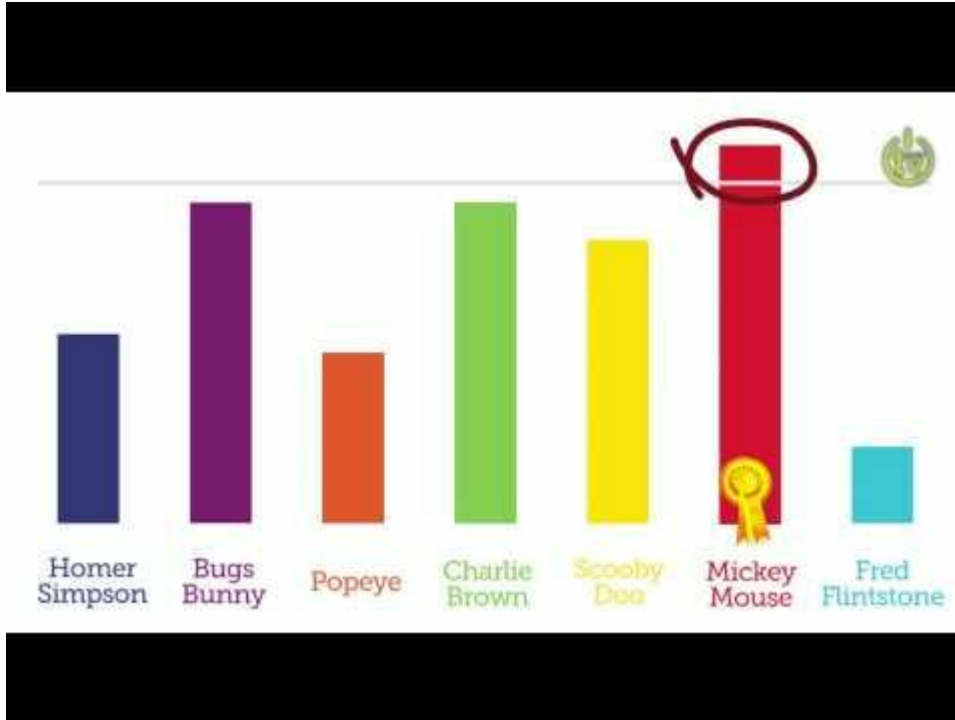


Campaign Week, Public Speaking and Communication Tips & Tricks Training



How does the voting system actually work?

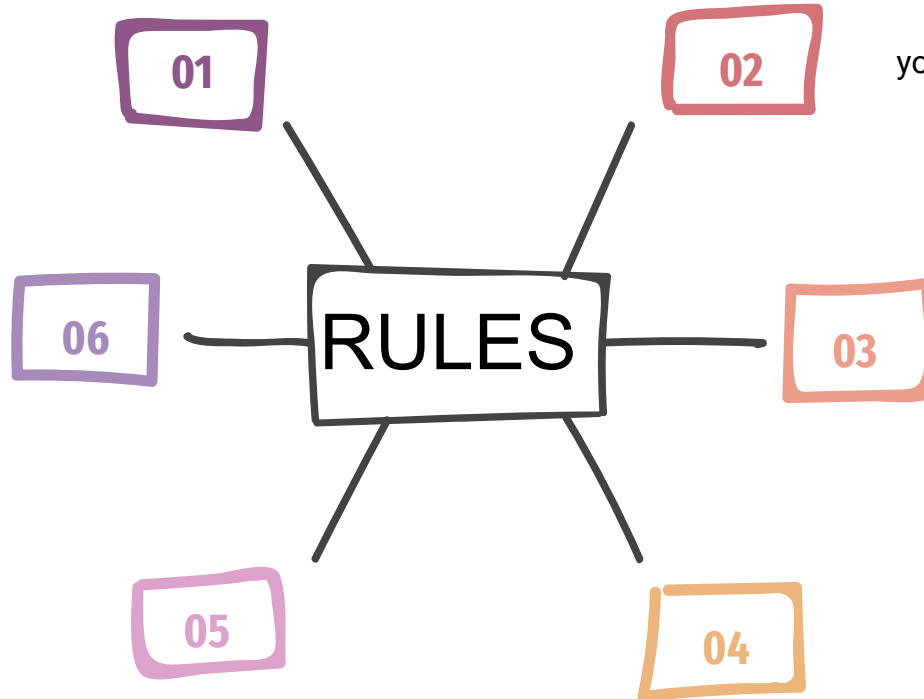


Campaign Rules

Only undertake campaign activities that other candidates could reasonably do.

Candidates must allow students to cast votes freely.

Slates are prohibited. Support for other candidates must be limited to personal support that does not impact the campaigns.



Your campaign team members must be Goldsmiths students and you are responsible for their actions within the campaign.

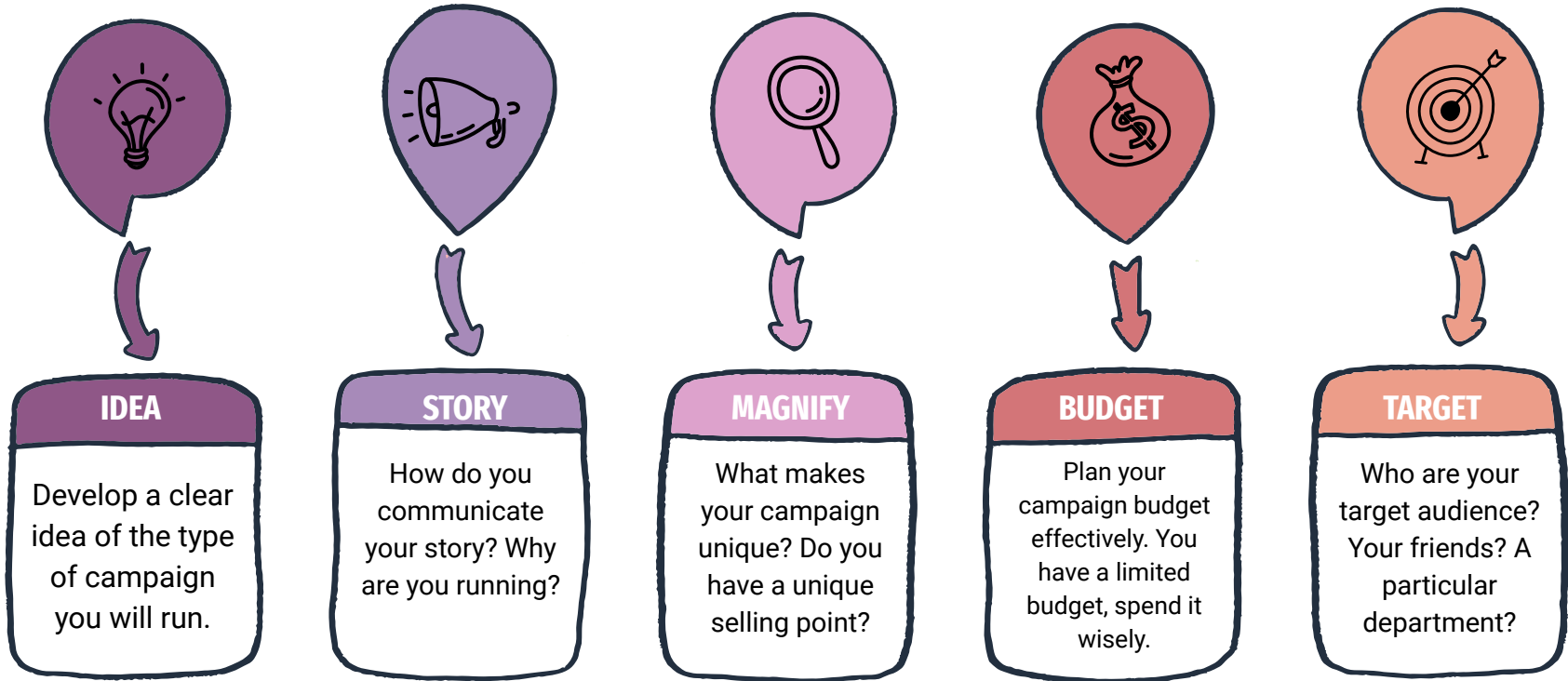
No campaigning before the start of the campaign period.

You cannot negatively campaign.

Campaign Team & Campaign Materials

- ❖ As stated previously, your campaign team must consist of other Goldsmiths students, although reasonable exceptions can be made with prior notice (email democracy@goldsmithssu.org) if students have access requirements that involve another individual being present.
- ❖ We will provide you with a small campaign package with pens, pins and sheets to make banners etc. If necessary you can also buy additional materials up to £30 that the Union will reimburse. You must keep your receipts and submit these by the 16th March 12am.
- ❖ You must take down campaign materials after voting closes, and by the 24th March by the latest
- ❖ Posters should be limited to notice boards and banners can be hung outside
 - Do NOT use tape to hang anything up, use the notice boards and blu tac
 - Campaign materials must not cover fire exits or anything else of importance

How do I create a campaign?



Activity: What is an Elevator Pitch?

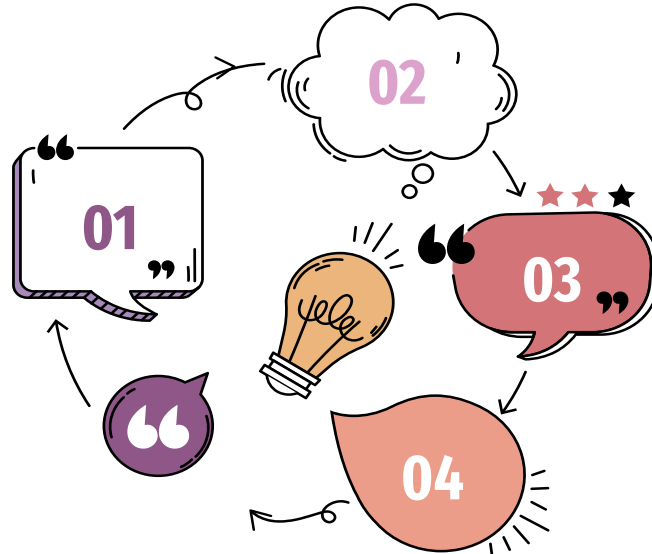
Think of your campaign as an elevator pitch - you have from floor 1 to floor 3 (approx. 30 - 60 seconds) to explain to someone why they should vote for you. **What would you say?**

01

Start by introducing yourself "Hi my name is... Lovely to meet you"

03

Explain what you want "To become SU president I need... votes... did you know..."



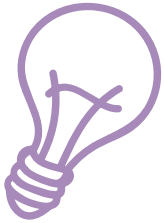
02

Provide a hook and a tell your story "I'm a 3rd year creative media student from ..."

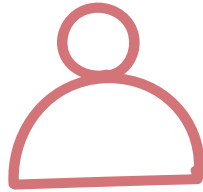
04

Finish with a call to action "Voting opens on... will you vote for me?..."

Campaign Tips



Think about the type of **media** you are using. What works best on the platform.



Who is your **audience**? What platforms do they use and what do they relate to?



What are you saying to students? Do your campaign points make it clear why students should vote for you? Can students understand you?



Where are students already **engaged**? How can you use this to your advantage?

Manifesto Promotion: What makes a good video?

What will people expect from an election video? How can you make something creative and clear but engaging?



Examples: Candidate campaign materials



I'M BETTER AT LEADING THAN I AM AT SLOGANS

VOTE
JAMES FITZSIMONS
FOR VP COMMUNITIES

Voting Opens:
Monday, 13th March at 9am
Voting Closes:
Tuesday, 14th March at 6:15pm

VOTE VIA THE STUDENT UNION WEBSITE
www.stirlingstudentsunion.com

your student union

Public Speaking Tips

- ❖ Memorise your 'Elevator Pitch' so you know what to say when approaching students
 - Ensure that you know your campaign points well so that you are able to tell students what you stand for and answer any questions they may have
- ❖ Do not get discouraged when people walk by!
 - Many students around campus will be busy and stressed or running late so don't worry when not everyone has the time to listen to you, this will be the same for all candidates
- ❖ Take a deep breath
 - It's okay to be nervous, it's okay to stumble on your words, what's most important is showing your passion, showing you care and promoting your ideas
- ❖ Practice makes perfect
 - Well you don't need to be perfect but the more you put yourself out there and practice, the easier it will become

Public Speaking Activity - Dragons Den

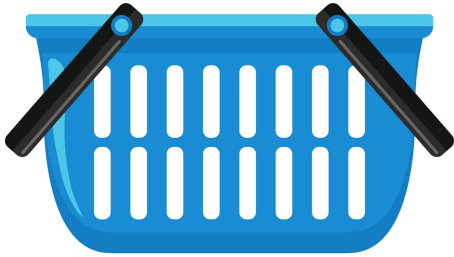


We will give you a common object and you will need to pretend that you are selling it to the other students.

Example:

This hat is an excellent addition to your outfit in any weather. It keeps the sun off your head and out of your eyes, it's waterproof and keeps your face from getting wet. It's fashionable and you can even hide things in it when you are lacking pockets.

Public Speaking Activity - Dragons Den



Get into pairs or groups and take it in turns to pitch this basket to the others. Why should they want this product?

Tell them what the product can do for them, what benefits there are to owning it and what makes it stand out.

Be creative.

Tips + Resources

Create campaign materials:

[www.Canva.com](https://www.canva.com) - Tool to create posters, designs and social media promotional material, videos etc.

<https://www.veed.io/tools/video-editor> - Online video editor tool

Marketing tips:

<https://zety.com/blog/elevator-pitch> - What is an elevator pitch? And helpful examples