Part 3 Campaigning to win

Part 1 of this guide explained what LLG Councils do and the role of the Councillors and President or Mayor.

Part 2 explained the rules and processes for the elections.

This part will explain the campaign process, and if you decide you want to stand for election, will help you prepare a strong campaign.

Deciding to stand for election – Are you ready to be a candidate?

The questions below will help you think about:

- Why you want to be an LLG Councillor or President;
- If voters will see you as a credible candidate;
- Whether you have the resources and support to conduct a good campaign.

Why do you want to be in Local-level Government?

- ☐ *I am already on council and want to continue*
- ☐ *I want to serve the community*
- ☐ *I want to solve a particular problem in my area*
- ☐ *I want experience in politics*
- ☐ *I think there should be more women in local-level government*
- ☐ *Other*
- ☐ *I want to get rich (if you tick this box, think again about standing)*
- ☐ *Don't know (if you tick this box, think again about standing)*

1. ***Can you talk about the big issues or challenges facing the people in your ward?***
   - ☐ *Yes*
   - ☐ *No*
2. ***Can you do as well as (or better than) the current LLG members if you are elected?***
   - ☐ *Yes*
   - ☐ *No*
3. ***Have you discussed your intention to run for election with your family?***
   - ☐ *Yes*
   - ☐ *No*
4. ***Is your family 100% behind you?***
   - ☐ *Yes*
   - ☐ *No*
5. ***Can someone else help out with family duties during campaigning?***
   - ☐ *Yes*
   - ☐ *No*
6. ***Can you ask friends family and people in your community for donations?***
   - ☐ *Yes*
   - ☐ *No*

7. ***Can you withstand criticism and have your personal life closely scrutinised?***
   - ☐ *Yes*
   - ☐ *No*

8. ***Can your family withstand criticism (of you or of them) and having their personal lives closely scrutinised?***
   - ☐ *Yes*
   - ☐ *No*

9. ***Can you work full time at your campaign? This means taking a break from your paid or voluntary jobs.***
   - ☐ *Yes*
   - ☐ *No*

10. ***Do you get on well with other people, and can you make connections with other people easily?***
    - ☐ *Yes*
    - ☐ *No*

11. ***Do you have a good character and good reputation?***
    - ☐ *Yes*
    - ☐ *No*

12. ***Do other people trust you and respect you?***
    - ☐ *Yes*
    - ☐ *No*

13. ***Do you speak well in public?***
    - ☐ *Yes*
    - ☐ *No*

14. ***Are you good at quickly responding to questions?***
    - ☐ *Yes*
    - ☐ *No*

15. ***Do you make good judgements under pressure?***
    - ☐ *Yes*
    - ☐ *No*

16. Can you handle frustration?

- ☐ *Yes*
- ☐ *No*

17. Can you handle defeat?

- ☐ *Yes*
- ☐ *No*

18. Are you in good health?

- ☐ *Yes*
- ☐ *No*

19. Do you think a large number of people will vote for you?

- ☐ *Yes*
- ☐ *No*

YES	/19	**If you ticked YES more than you ticked NO then you can decide whether you are ready to campaign.**
NO	/19	**If you ticked NO more than you ticked YES then you are probably not ready to stand for election this year.**

Campaign Fundamentals

If this is your first election campaign (or even if you have done it before) the information below will help you understand what is involved in running an effective campaign.

Campaign basics are the same all over the world.

To run a good campaign you need:

- **Coordination** - a Campaign Manager can make a huge difference;
- A **message** - explaining what you stand for;
- A **plan** - to help you make each day of the campaign count;
- A **budget** - so you can pay for all your campaign expenses;
- A **network of supporters** - to help you spread your message.

Remember, all campaigns are hard work.

- It's almost impossible to succeed on your own. You need to organise help and support, and be realistic about what you can achieve.
- Campaigning is stressful – it can be hard on your physical and mental health.
- Campaigning is continuous – it takes up all your available time (including family time) and then more.

The purpose of the campaign is to get people to vote for you on polling day.

You need to know how many voters there are in your Ward (or LLG) and who your opponents and allies are. You should develop messages that address their different concerns. You need to work out how much time to spend reminding supporters to vote for you and how much should go to convincing undecided voters ("swing voters") to vote for you. Swing voters are people who may be considering voting for someone else or who don't have a candidate from their own clan to support but who could be convinced to vote for you. Swing voters often make the difference between winning and losing.

You will need to choose tactics or methods to communicate your message to voters. These can include:

- Going house to house to talk to voters (this is time consuming but usually highly effective as you can make a direct, personal appeal to voters);
- Public meetings and rallies;
- Discussions with community leaders and groups;

- Media coverage;
- Advertising;
- Signs, posters and flyers.

Remember:

- Not all voters are interested in the same issues.
- Not all voters hear what you say in the same way.
- There are never enough resources to communicate with all voters.

Elections are about CHOICE

- Elections are about choices and you must give voters a **clear choice** between your vision for your local area and what other candidates are promising.
- You must contrast yourself with your opponents.
- Make it clear to voters why you are the best choice for your Ward (or for the Presidency).

Elections are about CREDIBILITY

Present yourself as consistent, honest and trustworthy.

- Your actions should match your words. Don't say one thing and do another.
- Don't behave badly, get drunk in public or get into arguments or fights. This puts voters off and gives your opponents the chance to criticise you in public.
- If there is anything in your past that might be a problem, be honest about it and have an explanation (and an apology) for what you did.
- Do not make unsubstantiated claims. You must be able to back up your comments with facts.

Elections are about RELEVANCE

Campaign on issues relevant to your voters. Be able to tell voters:

- Why you want to be elected;
- How this is relevant to them;
- What the issues are and what can be done about them;
- What action you will take if they vote for you and you get elected.

Elections are about PEOPLE

You need to be able to make connections with voters – they are the most important part of the democratic process. Sometimes you will talk to individuals, sometimes to small groups, sometimes to large groups. You need to be confident in all these situations.

- You need to listen to voters.
- Voters want to know who they are voting for. They need to know:
  - *Your name*
  - *Your motivation*
  - *Your values*
  - *Your family background (parents, marital status, children)*
  - *Your life experiences and qualifications*
  - *Your involvement in the community*
  - *Your local achievements*
  - *Your future plans for the community*
  - *How you are different from other candidates.*
- Voters need to remember you and what you stand for. You need to have campaign posters and flyers with your name, your photo and your main message.

8 Point Test	
1. Do voters know your name?	☐ Yes
2. Do voters have a good impression of you?	☐ Yes
3. Do voters believe you understand what is important to them?	☐ Yes
4. Do voters think you will do something about it?	☐ Yes
5. Do voters believe you are the best person for the job?	☐ Yes
6. Will your supporters and enough swing voters turn out to vote for you on polling day?	☐ Yes
7. Are they enrolled to vote in your ward?	☐ Yes
8. Do they know how to cast a formal vote?	☐ Yes

Choosing a Campaign Manager

Campaigning is hard work and you will need help. Most candidates choose a Campaign Manager to help them. It is important to choose the right person. Your Campaign Manager should be someone you can work well with. You need to have confidence in their judgement as well as their ability to organise events and people. Choose someone who is honest, hardworking and reliable – they need to be with you every step of the way through the campaign.

Choose your Campaign Manager before you announce your intention to run for office.

Your Campaign Manager may be a member of your family, a close friend, or, if you are a member of a political party, a colleague from the party.

The Campaign Manager is responsible for the overall running of your campaign – putting you in touch with the voters, organising rallies and meetings, coordinating fundraising and managing campaign funds properly so you are not spending more than your budget allows.

The Campaign Manager is responsible for steering the campaign in the right direction and resolving disputes along the way. The Campaign Manager should be a good listener, know how to analyse situations and make quick but sensible decisions. The Campaign Manager should be able to represent you and speak on your behalf.

Even though you might be able to do the tasks of a Campaign Manager yourself, it is better to spend your time talking to voters and let someone else do the organising. Having a Campaign Manager means you can rely on them to worry about transport, budgets, and other issues – leaving you to concentrate on getting your message out.

When choosing your Campaign Manager ask these questions:

1. ***Does he/she have any experience running election campaigns?***
   - ☐ *Yes*
   - ☐ *No*
2. ***Will he/she volunteer their time?***
   - ☐ *Yes*
   - ☐ *No*
3. ***Do you share the same values and ideas about community development?***
   - ☐ *Yes*
   - ☐ *No*

Is he/she:

4. ***Organised, reliable and hard working?***
   - ☐ *Yes*
   - ☐ *No*
5. ***Able to inspire confidence in you and others and keep your spirits up when things get tough?***
   - ☐ *Yes*
   - ☐ *No*
6. ***Good at managing money?***
   - ☐ *Yes*
   - ☐ *No*
7. ***Able to coordinate your campaign team?***
   - ☐ *Yes*
   - ☐ *No*
8. ***Honest and trustworthy?***
   - ☐ *Yes*
   - ☐ *No*

YES	/8	If you mostly answered NO, then try and find another person to run your campaign.
NO	/8	

Some other things to think about include:

- What is in it for them?
- Will you need to pay them or cover other costs such as accommodation or meals?
- What are some of the weaknesses of this person that could cause problems during the campaign? Do you have a plan to deal with this?
- Have you worked together in the past? If yes, who was in charge?
- If you have disagreements, how will you resolve them?
- If they are a friend or a relative, will your marriage or relationship survive the campaign?

Roles and responsibilities

You and your Campaign Manager will need to agree who does what jobs – and you need to do this before the campaign begins. This will avoid (or at least lessen) any disagreements you may have during the campaign.

Candidate tasks usually include:

- Making campaign speeches
- Meeting and talking to voters
- Talking to potential donors

Campaign Manager tasks usually include:

- Organising events and meetings
- Allocating jobs to other campaign team members
- Accepting fundraising donations
- Managing and monitoring the campaign budget
- Arranging meals for campaign workers
- Organising posters and other campaign materials
- Recruiting volunteers
- Monitoring campaign progress and making adjustments to the campaign plan when required

Other supporters

You will probably want to get other people (including supportive friends and family members) to join your campaign team.

The campaign team are your representatives and will be helping to convince voters to give you their support, so they need to be trustworthy and reliable.

As voters agree to give you their support, ask them to become part of your campaign team too – a strong support network makes you a stronger candidate.

You should also choose a few trusted people who can give you honest feedback about the campaign and whether it is going well or going badly.

A scrutineer

A scrutineer is someone who can be your representative at a polling station on election day. You can have one scrutineer per polling booth. Their job is to check that voting is happening in accordance with the electoral laws. If they see something that is against the electoral laws they can report it to the electoral officials to investigate. They can also gather information for you about what happened in case you want to make a complaint.

A scrutineer cannot campaign for you on election day – they can only observe what is happening and who is attending the polling station. For example, they can make a list of your known supporters who come to that polling station.

You can also ask scrutineers to observe the counting process for you and make sure it is being conducted fairly. You can only have one scrutineer at the counting at a time. If they see something they think is wrong they can report it to the polling officials.

When you are choosing scrutineers you should make sure they know:

- how the LPV system works, and
- the difference between a formal and an informal vote.

Knowing your Ward – voters and issues

The more you (and your campaign manager) know about the area you are campaigning in, the better you can plan your campaign.

This includes knowing:

- ***Who the voters are*** – how many people are enrolled to vote and where they are located
- ***How many votes you need to win*** – 50% plus one
- ***Where your votes will come from*** – who your natural supporters are, who the swing voters are and who can be convinced to give you their 2nd or 3rd preferences
- ***What issues are important to voters*** – and what your strategy is to deal with them
- ***What local or national affairs are likely to affect your campaign*** – and how you will respond
- ***What voters think about the current Councillors and President*** – are they liked or disliked? Is there a mood for change?
- ***Who your likely opponents will be*** – who else will be competing for the same seat, and what are their strengths and weaknesses
- ***Where the polling booths will be*** – can the people planning to vote for you get there on election day?
- ***Where counting will take place*** – can your scrutineers get there for counting?

Campaigning

Developing Your Campaign Message

Some people might vote for you because of your personality and reputation or because you are a wantok. You need to convince others to vote for you because of your opinions and plans - your "message".

Your message is a vital aspect of your campaign. It should be based on the issues of concern to your local community. You should make the message simple and clear so that voters know exactly what you stand for, and why they should vote for you. Your campaign slogan and speeches should all reinforce your central campaign message.

Identify the Problems: You and your campaign team should talk to voters throughout your community and identify their concerns. You may already be aware of the main issues, but people will also appreciate being asked. Most voters want you to listen to them, and not just talk at them.

Develop the Solutions: You should think of ways to solve voters' problems. One way is to ask people you meet for their suggestions on possible solutions. Also ask yourself if the same solutions are being proposed by other candidates. Can you come up with a different (but better) solution?

Identify the Actions of Local Leaders: What have local leaders done to respond to, or improve the situation? How can you do a better job in addressing this problem?

Create the Message: You should then think of a simple message that addresses voters' concerns and highlights your solutions and strengths. Ask your campaign team to help.

A good message:

1. is **clear** and easily understood
2. is **concise** and easy to remember. Everyone who works on your campaign must know it well and say it often.
3. **creates a contrast** between you and the other candidates. Every time you speak in a campaign setting, you are saying something about your opponents, even when you do not mention them by name. For example, when you say that you *'stand for community consultation'*, this may imply that your opponents do not.
4. is **persuasive**. A message must be convincing and should engage the voters you are targeting.

Sometimes it helps to have a slogan to use on printed campaign material, and when you are talking to small or large groups. This can be something catchy that encapsulates your Campaign Message. If voters cannot remember your entire message, at least they'll remember your slogan.

- Make sure that an average voter, hearing the slogan for the first time, gets a good sense of what you are standing for.
- Keep the slogan short. Most good slogans are only a phrase or two linked together.
- Use simple words that make an emotional impact on voters and help them to remember the slogan and the message.
- Test your slogan with friends and family BEFORE you get it printed on posters or use it in a speech. Make sure they give you their HONEST reaction.

Launching your campaign

It is a good idea to have an official campaign launch. This will help to attract as much attention as possible to you and the campaign message.

The launch should be well organised and exciting. Make sure there is a lot of publicity so that people turn up in large numbers. You also need to make sure that all your friends, family and supporters are there.

At your campaign launch you will introduce yourself to the voters, explain your message and point out the differences between you and your opponents.

Public Speaking

Many people get nervous about speaking in public, especially if they are new to speaking before large groups. Even experienced public speakers get nervous. The main problem with being nervous is that you might mumble or rush through your speech so you can finish as fast as possible. This means people will not get to hear your message. What you want to say is important – not only to you, but for the people who have come to hear what you have to say – so slow down and speak clearly.

Even if you are speaking to a single person, this is still a form of public speaking, especially if that person is a voter – or a journalist.

Public Speaking will sometimes involve just a few people...

Speaking well in public is an important part of campaigning. You need to know what you want to say (your "message") as well as how to say it. The best and simplest way to improve your public speaking skills is to **PRACTISE, PRACTISE, and PRACTISE**. Practise in front of your campaign team, your family, or groups of friends – people who are already supportive of you, but will also give you some good, honest feedback on how to be a stronger public speaker.

...and sometimes Public Speaking will be in front of an entire village

Some tips for speaking in public

- Speak slowly and clearly.
- Know what you are going to say before you start to speak.
  - *Plan your speech – Introduction, Your Detailed Message, Summary at the end.*
  - *Prepare talking points to keep you on track but avoid reading your speech.*
- Know your campaign message and stay focused on it.
- Don't speak for too long.
- Share personal stories and examples.
- Speak loudly so people can hear clearly (but avoid shouting at them).
- Be relaxed and confident (the more you practise, the more relaxed and confident you will become).
- Stand up straight. Try not to wriggle around too much as this can be distracting.
- Use hand gestures if that's normal for you.
- Check how your audience is reacting to your speech. If they start to look confused, SLOW DOWN and say your message again. If they look bored, use a personal example to help make your point.
- Thank the audience for their time and acknowledge any VIPs (but keep this short).
- Use some humour, but be careful about the kind of jokes you tell. You do not want to offend your voters.
- Finish with a 'punchy' memorable sentence (possibly your slogan).

Dealing with the Media

Getting coverage of your campaign in the media, especially on radio or the newspaper, can be valuable. It means that your message is reaching people you may otherwise have difficulty reaching, and also shows that you are a genuine candidate with a serious chance of winning.

If you have sufficient money in your campaign budget, you may consider buying advertising time or space, but this is often expensive and will not be an option for most candidates at the LLG level. However, there is no cost if you can get a journalist interested in your campaign – this may be because of:

- Who you are – your qualities and experiences.
- What you are trying to achieve - for example, the first woman to be elected to your LLG.
- What you're proposing – your campaign message.
- Who your main opponent is.

Find out if there are journalists who will be covering the election in your area, and record their details in your campaign plan.

Remember, most candidates will want to talk to these journalists, so there will be competition to get their attention. Try to make yourself known to them as early as possible, so that they already know you when you come back to them with a story during the campaign.

In some areas there will not be any media coverage – just word of mouth amongst the community.

Why do you think you will do a better job than the current Councillor?

Some tips on dealing with the media

1. Help journalists when you can (for example, 'let me explain to you the background to this local issue').
2. Make yourself available to journalists. If you are not available when they ring you, you should always return their calls.
3. It's OK to ask if you can call back in 5 minutes. This will give you time to prepare yourself, and rehearse your main points.
4. Never tell a journalist (or voters) things that are not true.
5. Be yourself. Speak slowly and clearly - but try to keep it sounding natural.
6. Show that you understand the issues.
7. Remember that journalists love "exclusives" – stories that no other journalist knows. You can use this to your advantage.
8. Personalise issues, present them with someone who has a story (for example, 'talk to Janet and Michael, they cannot get their crop to market because of the state of the road').
9. Do their work for them and make it easy for them to talk/write about you. Have printed background material about yourself and the issue ready for them.
10. Keep on message – your message.

Making LPV work for you

Just because voters like you and agree with your message, that doesn't necessarily mean they will give you their first preference vote. In some areas voters will feel obliged to give their 1st preference to a wantok – but could be convinced to give you their 2nd or 3rd preference.

You can still get elected if:

- You get enough first preferences to poll strongly in the initial counting - before they start eliminating candidates

  AND

- You collect lots of 2nd and 3rd preference votes from other candidates who get eliminated before you (because they have less 1st preference votes).

Election Day

You should meet with your campaign team the day before the election. Give out specific assignments such as:

- Asking scrutineers to observe the activities at the polling station.
- Assigning helpers to remind all your supporters to go to the polling station and vote.

1. **KNOW THE RULES** on assisting voters.
2. **IDENTIFY** your supporters in the community and keep a list with contact details.
3. **INFORM** them about how/when to vote.
4. **MOTIVATE** them by reminding them what is at stake.
5. **REMIND** them to vote on Election Day.

Make sure you have organised lunch and refreshments for your campaign workers.

REMEMBER, EVERY VOTE COUNTS!

You must make time to cast your own vote – and make sure every member of your campaign team does too.

The Money – Fundraising and Budgeting

Election campaigns can be expensive to run so it is important to be realistic when planning your campaign. A perfect campaign strategy is useless unless there is a budget that can pay for it. A campaign budget keeps a campaign on track.

- Fundraising is challenging and time consuming.
- Fundraising usually starts before writs are issued and goes on throughout the campaign.
- Good record keeping is essential - it helps you comply with Electoral Commission requirements, as well as letting donors and voters know you are honest and trustworthy.

Make sure your donors know that they are giving you a "donation", not a "loan". If you are elected you cannot "pay them back" with money from the LLG Council. Donors should donate because they believe you will do a good job for the community – not because they expect to receive some direct financial benefit.

Basic rules

- Keep full records of all donations and expenditure.
- Do not accept a donation from someone whose views you disagree with.
- Do not accept donations which are intended to obtain your support for specific actions or attitudes unless you agree with those actions and attitudes.
- Do not accept a donation if you do not know where it has come from.
- Do not accept a donation if you think it has been obtained illegally.
- Do not accept donations from someone who will expect favours in return.

Your campaign manager can represent you in meetings with potential donors. But remember, you are the candidate and most donors will want to meet you before they contribute to your campaign. Fundraising may take up a lot of your time.

The Fundraising Strategy

A good fundraising strategy helps you get organised by:

1. **Defining responsibilities** – determines who does what, and adds accountability to your campaign.
2. **Setting deadlines** – tells you when you need the money. Deadlines help motivate your team to perform.
3. **Providing a credible fundraising tool** – like a business plan where the financials prove the company can be a success, your strategy shows why you needs the money and how serious you are about winning.
4. **Measuring progress** – measures your fundraising progress, allowing you to make needed adjustments before it is too late.

The fundraising strategy should list:

- how much money you need
- where the money will come from
- when you will need it.

Your campaign manager should keep track of fundraising efforts and let you know if you drop behind schedule.

How much money will you need?

Think about the activities you plan to do during your campaign and how you plan to do them. You and your team should identify your expenses categories, including:

- Nomination fee
- Administration (headquarters, phones, etc)
- Advertising
- Transport & accommodation
- Volunteer costs
- Campaign team expenses
- Voter contact activities (e.g. hiring a hall)

Where will the money come from?

You and your fundraising manager should identify potential donors, share your messages with them, and ask them for financial and other resources.

Different people have different motivations for giving to campaigns. For example:

- Family members, friends and close colleagues give because they have a close and loyal relationship with you.
- People in your community who share your views and values may give because the share your ideals and aims.

Getting donations from supporters is not the only way to raise money. You can be creative and think of different (legal) activities that can be used to raise funds.

Timelines

You should write down your expenses timeline (when you need to pay for these expenses) and your fundraising timeline (fundraising targets and dates).

Ask yourself these questions (before the situation occurs):

- Will my fundraising stay ahead of expenses?
- What if I'm not meeting my fundraising targets?
- Where can I reduce my expenditure?

Fundraising Tips

Asking for donations:

When asking for donations, you should be able to explain what the problems are in the community and how you will provide the solutions. People are more likely to donate if they think their contribution will help make a difference.

Spend Smart:

All campaigns have limited resources. There is no money to waste. Do not spend money on impulse. As much as possible, you should stick to your funding strategy. That shows good financial management skills, a required skill for a leader. You should always ask yourself, "Was this item budgeted?"

Always say thank you:

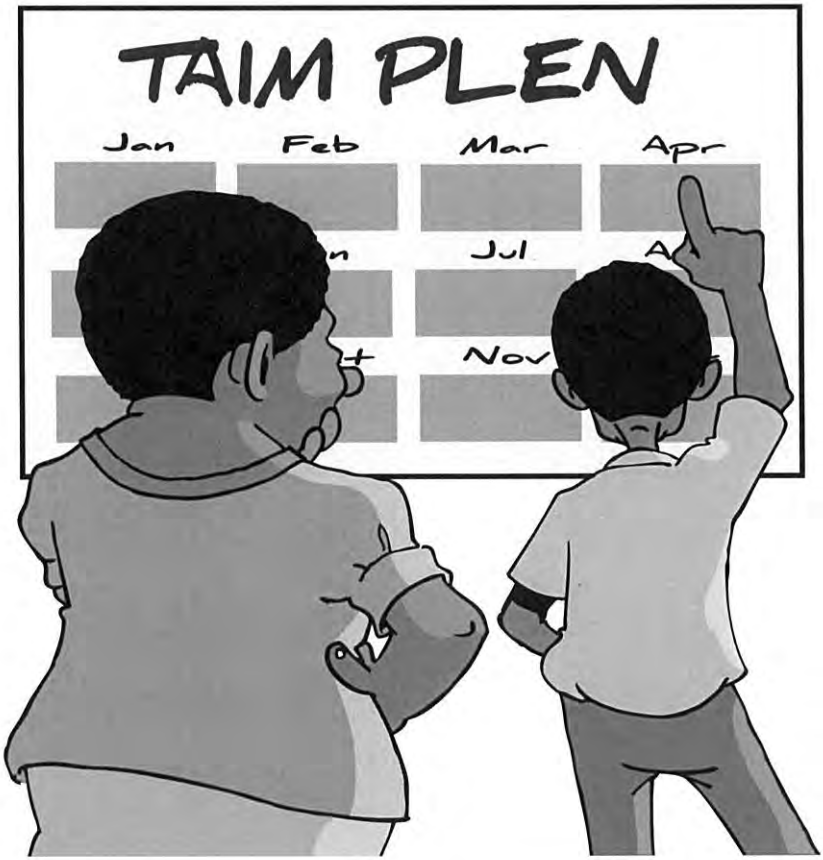
You should always say thank-you to anyone who gives you a contribution. Always. No exceptions. Lack of appreciation is one of the primary reasons donors do not give.

Campaign Timetable

Make a calendar that shows all the important dates:

- the issuing of election writs (this is the official authorisation to conduct the election);
- the close of nominations;
- the opening of polls;
- the closing of polls;
- the period for vote counting; and
- the return of writs (when the successful candidates are officially declared).

This gives your campaign team a timeframe to plan for events and travel ahead of the election.



Use the calendar to plan your campaign schedule, starting from now. Plan activities such as:

- campaign team meetings;
- getting quotes for printing and advertising;
- raising funds;
- holding your campaign launch;
- speaking to people to hear their concerns;
- organising village rallies;
- speaking to village elders.

IMPORTANT:	**Check with election administrators in your province to confirm official election dates.**

Campaigning as an independent or with the support of a political party

In PNG, most candidates for LLG elections are Independents. This means that they are asking voters to support them because of what they as an individual have to offer. In some cases, candidates might stand with the support of a political party.

Independents

When you stand for election as an Independent you have to take responsibility for:

- Paying your nomination fee
- Organising your campaign including selecting your campaign manager and other team members
- Printing your own posters and campaign material
- Fundraising and managing and accounting for the money you receive and spend
- Complying with electoral laws

Being an Independent means you get to decide what issues you will support and what you will oppose – you don't have to compromise your values or your beliefs to support a Party line.

Political Parties

If you are considering joining a political party, then you will need to represent their policies and views in your campaign.

If you are already a member of a party you should ask the party officials if they can support your campaign. Support can come in several ways, including:

- **Financial** – money, or goods and services of value.
- **Resources**, such as designing campaign posters and providing people to support your campaign.
- **Experience** – tapping into the election experience and skills that party officials and members have.

If you are considering joining a party, learn all you can about what the party stands for, and decide if you agree with their views. You should also find out what the party looks for when choosing candidates to run for election. However, you cannot expect the election to be called and to then simply ask a party to endorse you.

If you hope to be selected by a party then the party needs to know who you are. At election time, you will need to convince the party that you are the right person to be selected. It is more likely that a party will nominate a loyal party supporter, than a newcomer they do not know.

If you need the contact details for a political party, contact the office of the Registrar of Political Parties (located in the Integrity of Political Parties and Candidates Commission). The Registrar's office is in Port Moresby, and can be contacted by phone – 323 0165 or 323 6373; fax – 323 5775; or email – partyregistry@ippcc.gov.pg.