## Part 4 The Campaign Plan

Once you have decided to run, the tasks associated with the campaign can seem overwhelming. Having a campaign plan can help you organise all the different things you have to do. It helps you decide how and when you will do things to win votes, and how much it will cost.

A Campaign Plan outlines each step in your campaign from the time you decide to run, through until the Election Day, and the end of counting and the return of writs. Challenges often arise and campaign plans can be altered.

The campaign plan says to potential donors and important supporters that you are serious enough to spend time putting together a written plan. They see not only that you want to win, but how you are planning to win. This could give them faith in you – and then they might vote for you or support you financially – preferably both!

The following template is designed to help you pull all the information you have gathered together in one place and develop a comprehensive campaign plan.

| MY CAMPAIGN PLAN | |
|---|---|
| Candidate | |
| Campaign Manager | |
| Ward (if standing as a councillor) | |
| LLG (if standing for President) | |
| Political party (if endorsed) | |

## *Election Rules*

| | |
|---|---|
| The writs will be issued on | |
| My nomination fee will be | |
| My nomination is due on | |
| I have to lodge my nomination at | |
| I lodge my nomination with (name and phone number) | |

## *Knowing your Ward (if standing for Councillor)*

| | |
|---|---|
| Number of Villages | |
| Number of Hamlets | |
| Other non-traditional areas | |
| Total population of the Ward is | |
| Total number of voters is | |
| Votes required to win | |

## *Knowing your LLG area (if standing for President)*

| | |
|---|---|
| Number of Wards | |
| Total population of the LLG area is | |
| Total number of voters is | |
| Votes required to win | |

| Locations (name of village or hamlet etc) | Number of registered voters | Likely location of polling booths | Number of voters likely to turn out on election day |
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*Issues that are important to voters*

| Issue | Local, District or Provincial | My proposed response |
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***My campaign will focus on the following issues, and will be reflected in the campaign message in the following way***

| Issue | Local, District or Provincial | Campaign message |
|---|---|---|
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| | | |

## *The Campaign Message*

| | |
|---|---|
| **In one sentence, my message to voters (25 words or less) is:** | |
| **The Campaign Slogan (8 words or less) is:** | |
| **My one-minute statement that answers the question "why am I running for this office?" (about 100-120 words)** | |

## *Is my message?*

- ☐ *Short and clear?*
- ☐ *Truthful and credible?*
- ☐ *Persuasive and important?*
- ☐ *Different from my opponents?*
- ☐ *Directed at my target audience?*

| Names of candidates for this Ward or LLG area (including me) | Current or previous Councillor? Yes/No | Strengths | Weaknesses |
|---|---|---|---|
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## *Targeting the Voters*

| | | | |
|---|---|---|---|
| I belong to the following groups, which will be my base of support | | | |
| Members of my support base share the following values | | | |
| Members of my support base share the following attitudes | | | |
| These other groups can be expected to support me for the following reasons | | | |
| | | **Likely number of votes** | |
| | | **1st preference** | **2nd or 3rd preference** |
| I can expect to do well in these parts of the ward/LLG | | | |
| If necessary, I can also attract votes from the following groups | | | |

My opponents are likely to get the following votes:

| Candidate Name | Areas where they have most support | Likely number of 1st preference votes | How many of these people will give me 2nd or 3rd preferences? |
|---|---|---|---|
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| Total number of votes aiming for: | |
|---|---|

I will communicate my message in the following ways:

| Group | Method to reach them |
|---|---|
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## *Media contacts*

| Name | Organisation | Contact Details |
|---|---|---|
| | | |
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## *Campaign Structure*

These are the key people on my campaign:

| Name | Role | Phone Number |
|---|---|---|
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## *Campaign Budget – Spending*

| **Campaign expenses** | **I will spend the following amounts on my campaign:** | **I need this money available by:** |
|---|---|---|
| Posters | | |
| Administrative costs – staff, etc | | |
| Volunteer support | | |
| Radio and Newspaper Advertising | | |
| Transport | | |
| Mobile Phone Usage | | |
| Nomination Fee | | |
| Food | | |
| Accommodation | | |
| | | |
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| | | |
| **TOTAL COSTS** | | |

## *Campaign Budget – Income*

| **Donors and supporters** | **Amount sought from this group:** | **I will use the following strategies to get their support:** |
|---|---|---|
| Personal Funds | | |
| Friends and Relatives | | |
| Community Organisations | | |
| Other | | |
| Other | | |
| Other | | |
| **TOTAL INCOME** | | |

## Campaign timetable

I have included the following activities in my campaign timetable:

- ☐ *appointing my campaign manager*
- ☐ *campaign team meetings*
- ☐ *getting quotes for printing and advertising*
- ☐ *raising funds*
- ☐ *speaking to potential donors*
- ☐ *holding my campaign launch*
- ☐ *speaking to villagers to hear their concerns*
- ☐ *organising village rallies*
- ☐ *speaking to media*
- ☐ *speaking to village elders*
- ☐ *Other* _____

| IMPORTANT: | **obtain the official election schedule.** |
|---|---|

AWARENESS RAISING PERIOD

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|---|---|---|---|---|---|
| 5 May | 6 May | 7 May | 8 May | 9 May | 10 May | 11 May |
| | | | | | | |
| 12 May | 13 May | 14 May | 15 May | 16 May | 17 May | 18 May |
| | | | | | | |
| 19 May | 20 May | 21 May | 22 May | 23 May | 24 May | 25 May |
| | | | | | | |
| 26 May | 27 May | 28 May | 29 May | 30 May | 31 May | 01 June |
| | | | | | | |
| 02 June | 03 June | 04 June | 05 June | 06 June | 07 June | 08 June |
| | | | | **Election writs issued**<br>**Nominations Open** | | |

| | Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|---|---|---|---|---|---|---|
| 4 WEEKS TO GO | 09 June | 10 June | 11 June | 12 June | 13 June | 14 June | 15 June |
| | | | | **Nominations Close** | | | |
| 3 WEEKS TO GO | 16 June | 17 June | 18 June | 19 June | 20 June | 21 June | 22 June |
| | | | | | | | |
| 2 WEEKS TO GO | 23 June | 24 June | 25 June | 26 June | 27 June | 28 June | 29 June |
| | | | | | | | |
| 1 WEEK TO GO | 30 June | 01 July | 02 July | 03 July | 04 July | 05 July | 06 July |
| | | | | | | | **Polling Commences** |
| | 07 July | 08 July | 09 July | 10 July | 11 July | 12 July | 13 July |
| | | | | | | | |

| | Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|---|---|---|---|---|---|---|
| VOTING PERIOD | 14 July | 15 July | 16 July | 17 July | 18 July | 19 July | 20 July |
| | | | | | | | |
| | 21 July | 22 July | 23 July | 24 July | 25 July | 26 July | 27 July |
| | | | | | | | |
| | 28 July | 29 July | 30 July | 31 July | 01 August | 02 August | 03 August |
| | | | | | | | |
| | 04 August | 05 August | 06 August | 07 August | 08 August | 09 August | 10 August |
| | | | | | | **End of polling** | |
| | 11 August | 12 August | 13 August | 14 August | 15 August | 16 August | 17 August |
| | | | | | | | |
| COUNTING PERIOD | 18 August | 19 August | 20 August | 21 August | 22 August | 23 August | 24 August |
| | | | | | | | |
| | 25 August | 26 August | 27 August | 28 August | 29 August | 30 August | 31 August |
| | | | | | | **Return of writs** | |

CANDIDATE