

Getting WOMEN elected

A guide to campaigning and getting elected!

Campaign Module #3
Campaign Toolkit



Campaign Toolkit: Planning

- Look at the last election results to determine your priority campaigning areas. Know how many votes you need to get elected.
- Plan meet and greet functions, doorknocking areas.
- Know how many households are in your Ward or Council area (for printing purposes). Do not print huge amounts of materials if you do not have the capacity to get it distributed.
- Know where your polling booths will be – drive down there and have a look. Work out how many helpers you will need (count the gates!)
- Build solid timber A-frames (double sided poster displays) that are easily portable and will not blow over in the wind.

Understanding Quota's

- To be elected a candidate must gain a 'quota' of the formal vote. A quota = total number of formal votes divided by the number of vacancies + 1
- Example: 12,000 formal votes, 5 positions to be elected +1
 $12,000 / 6 = 2,000 + 1 = \text{quota required: } 2,001$
- The count is conducted by distributing votes according to the choices made by the voter on the ballot paper.
- When candidates reach a quota and are elected, their surplus votes (ie: extra votes over the quota) are distributed to remaining candidates.
- The progressive count continues until all vacancies are filled.

Decisions on Preferences

- Preference arrangements can occur between different groups. Preference arrangements are generally negotiated by the Head Candidate.
- The idea of preferences is to assist you in getting a quota.
- You do not need to indicate a preference on your How to Vote if you do not want to.
- You can register more than one How to Vote with the Returning Officer with different preference arrangements.
- It is illegal to hand out any material that has not been registered with the Returning Officer for use on polling day.
- A voter will ultimately make his/her decision as to if and where they may wish to allocate their further votes.

Campaign Toolkit: Materials

- Introductory one page letter (with photo) and a short community survey on the back – particularly if you have not run for Council before.
- If already a Councillor, a newsletter to your constituents 3 months out from the campaign highlighting your achievements and your forward agenda.
- A DL size pamphlet, for street stalls and doorknocking.
- A “Three reasons to vote for You” pamphlet – short summary of your key issues and your solutions, less is more – use active photos and community endorsements.
- How to Vote (print this as soon as nominations have closed, you have confirmed any preference arrangements, and the position of groups on the ballot paper is known).

Campaign Toolkit: Materials

- Small volumes of targeted direct mail (that can be walked in) particularly useful for promoting your solutions to a local issue.
- Corflute campaign posters: You will need at least 10 posters/booth on election day, and more if people are putting them up in yards. Keep costs down and get high visual impact by using a black and white portrait photo with a bright coloured border.
- You don't need to take out large ads in the paper. Raise your profile in the papers through news articles, letters to the editor etc.. (it is however useful to print your How to Vote as an ad in the last week – if resources allow)
- Calendars, fridge magnets are useful (but can be expensive) – like newspaper ads, they are a nice to have, not a must have.

Campaign Toolkit: Logistics

- Mobile Offices should start at least 6 weeks out from polling day.
- Hold two mobile office in two locations on Saturday and Sunday morning suggest 9:30 – 11:30; (at parks, shopping centres, railway stations).
- Doorknocking should start at least 6 weeks out from polling day.
- Advertising in papers for the final month of the campaign should be booked as soon as the nominations close.
- If running ads in the last week, make sure you have updated it to show your position on the ballot paper (alternatively, use your How to Vote as the ad).

Campaign Toolkit: Logistics

- Letterboxing of campaign materials should commence with 4 weeks to go:
 - Week 1: Introduction materials/community survey;
 - Week 2-3: Formal campaign pamphlet/community endorsements etc;
 - Week 3-4: Targeted Direct Mail (enclosing How to Votes).
- Campaign material (How to Votes and any other materials you want to distribute) should be registered with Returning Officer for use at pre-poll and on election day.
- Establish your volunteer list for pre-poll and for election day. Get people's commitments well ahead of time (finalise polling booth roster with 2 weeks to go).

Campaign Toolkit: Booth Kits

- Booth Roster: List of volunteers, Emergency Contact numbers: Campaign Director, Booth Captain, Legal advice
- Scrutineer forms (pre-signed by candidate), scrutineering kits
- Agreed number of corflute signs and A-Frames, other campaign branding materials
- How to Votes (include buffer of 20% more than 2008 result), other campaign materials for distribution if relevant
- Supply of campaign T-shirts (get Large and Extra-large sizes)
- Scissors, packing tape, string, hole punch, cable ties, felt pens, pens, post-it notes, electoral roll, map of the LGA
- Collapsible table, umbrella, sunscreen, insect repellent
- Cold esky of food for booth volunteers: simple sandwiches, water, fruit, muesli bars, boiled lollies

Campaign Toolkit: Booth Roster

A Booth Roster is needed for all polling booths (inc. pre-poll):

Polling Booth: XXX Public School, Smith Street, XX					Booth Captain: XXXX			
Votes in 2008: XXX					Contact: XXX			
Name & Contact details	Set-Up	6-8	8-10	10-12	12-2	2-4	4-6	Pack-Up
Fred Brown PH: xxxx								
Mary Smith PH: xxxx								
John Black PH: xxxx								
May Green PH: xxxx								
Norm Gray PH: xxxx								

Contact details for scrutineers: xx (must be registered and inside polling booth by 5:50pm)

Campaign Toolkit: Door-knocking

- Doorknocking is a low cost, high impact campaigning technique.
- Never door-knock by yourself. Do not door-knock after 6pm.
- Wear neat and comfortable clothing and good walking shoes. Do not wear baseball caps or sunglasses.
- Wear identification (a name-badge). Your helpers should be wearing either a name badge identifying them as your volunteer or a campaign t-shirt with your name on it.
- Take a small backpack/satchel containing your campaign materials, a copy of your doorknocking map for that day, a full water bottle, a hardcover notebook, pens, and a charged mobile phone (set to vibrate mode – never, ever answer your phone whilst standing on someone’s doorstep).

Campaign Toolkit: Door-knocking

- Most people are polite to people who knock on their doors, but they do not want to listen to a lengthy campaign pitch.
- Knock clearly on the door. Don't be too noisy or too quiet – either approach may startle people.
- If after a couple of minutes it is clear that there is no one home, place your material on the front doorstep or doormat – do not try to secure material to the screen door.
- When someone answers the door, introduce yourself politely and say: *“Good morning/afternoon, my name is XXXX, and I am running for election to XXX Council. I am just introducing myself to local residents and asking if there are any local government issues that I could assist you with?”*
- Hand the person a copy of your doorknocking material or campaign pamphlet – it should have your photo and contact details clearly visible.

Campaign Toolkit: Door-knocking

- You and your volunteer should doorknock one side of the street at a time, leap-frogging each other. If you have a team, then send two over to leapfrog the other side of the street.
- Make sure each team member has a copy of the map and that they follow the agreed doorknocking route. Do not get lost.
- Do not enter a property which has signage saying “beware of the dog” – or a property that has a gate that is chained shut.
- In the event you are confronted by a hostile dog and the resident is not around, stay calm. Retain eye contact with the dog, make soothing noises and back slowly out of the property. Do not run.
- Do not enter a property with a solid high fence. You should always be able to navigate a clear path from the street to the front door. If you have any doubts or concerns about a dwelling, then stay on the street and simply put your campaign material in the letterbox.

Campaign Toolkit: Door-knocking

- Don't use doorknocking to try and push your particular agenda. You have knocked on their door – so you need to listen to what they have to say.
- If an issue is identified, write down the details and confirm their contact details.
- Often issues raised are State and/or Federal matters – you should refer these matters in writing to the relevant State/Federal member and the Duty MLC/Senator for the area, providing the detail of the issue and contact details of the resident.
- Always respond to the resident in writing or by phone to let them know what action you have taken on their behalf.
- Doorknocking should take on average 3mins/house (5mins if there is an issue identified). Do not let yourself or your volunteers be drawn in a lengthy discussion/debate – keep your team moving.
- Always thank the person for their time.

Campaign Toolkit: Mobile Office

- Running a Mobile Office (at a shopping centre, railway station or local park) is another low cost, high impact campaigning technique. Instead of going door-to-door, you stay in one highly visible location and invite people to meet you there for a chat.
- Take at least 6 corflutes on A-Frames to highlight you are there. Do not set up a mobile office on private property. Always have a volunteer with you in a campaign T-shirt to assist with set-up/pack up and queue management.
- Letterbox surrounding streets two days prior to the mobile office: *“XXX, Candidate for XXX Ward will be meeting local residents at XXXX from 10:00am-12noon on XXX. If you require assistance with any local government matters please feel free to come down and talk to XXX. Alternatively contact XXX on email: XXX or phone: XX”*.
- Follow up identified issues as you would for doorknocking and/or emailed constituent representations. Try and keep constituent interviews to a time-limit of 5mins/person. Always thank the person for their time.