

SPRING

2020

CANDIDATE HANDBOOK



This Candidate Handbook is a UVSS document and is primarily speaking to UVSS election and referenda participants.

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UVSS Electoral Office: SUB B211

Website: uvsselections.com

Email: election@uvss.ca

Phone: 250-472-4305

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1. Important Dates

Nominations Open: January 27th, 2020 (9:00am PST)

Nominations Close: February 10th, 2020 (9:00am PST)

Confirmation of Candidates/Proponents/Opponents: February 11th, 2020

Candidate Training Session: February 13th, 2020 (5:00pm PST to 6:00pm) in SUB B028

- **Candidates/Proponents/Opponents or their Campaign Manager must attend**

Martlet Supplement Released: February 20th, 2020

Campaign Posting Begins: February 24th, 2020 (9:00am PST)

Director at Large Candidates and Referenda Forum: March 2nd, 2020 (2:30pm PST) in Vertigo

Lead Director Candidates Forum: March 3rd, 2020 (2:30pm PST) in Vertigo

Voting Opens (WebVote): March 4th, 2020 (9:00am PST)

Voting Closes (WebVote): March 6th, 2020 (12:00pm PST)

Campaign Period Ends: March 6th, 2020 (12:00pm PST)

Deadline for Removal of all Campaign Material: March 6th, 2020 (4:30pm PST)

***Note:** The UVSS Electoral Office will **not** release results until all campaign materials (including electronic campaign materials) are removed and properly disposed.*

Release of Preliminary Results: March 6th, 2020 (6:00pm PST)

Release of Official Results: TBA

***Note:** Appeals and complaints may extend the amount of time is needed to accurately determine the final results of the electoral events.*

2. Introduction

Congratulations! If you are reading the Candidate Handbook, you are considering or have decided to participate in one of the upcoming UVSS electoral events (i.e., elections to the UVSS Board of Directors, referenda) with University of Victoria Students' Society (UVSS). As a candidate, you will experience the thrill of defending your platform and your opinion on key electoral topics, while gaining insight and knowledge surrounding political institutions.

While the Candidate Handbook is full of useful information that will aid you during the electoral event, it does not replace the [UVSS Electoral Policy Manual](#), and your obligation to comply with the policies in it. You are encouraged to look through both the Candidate Handbook and the [UVSS Electoral Policy Manual](#), in order to understand the policies and principles that govern this electoral event. Please do not hesitate to contact the UVSS Electoral Office and ask questions if you are ever unsure about something you have read, something you have seen, something you have done or something you are contemplating doing.

On February 13, 2020 at 5:00pm, the UVSS Electoral Office will be hosting a **Candidate Training Session** in SUB B028 (located in the Student Union Building's lower level). The purpose of this session will be to meet the UVSS Electoral Office staff, review the timelines for the upcoming electoral events, highlight important policies and process, and answer any questions that you may have. Candidates, proponents, opponents (or their campaign manager) must attend the Candidate Training Session.

Please note, where the term "candidate" is used throughout this document, it may also apply to campaign managers, volunteers, proponents/opponents of referendum questions, and cooperatives.

3. About the UVSS Electoral Office

The UVSS Electoral Office is here to guide you throughout the electoral process. The UVSS Electoral Office staff (Electoral Officers) includes: Shawn Slavin (Chief Electoral Officer – CEO), Alex Guibord (Senior Electoral Officer – SEO) and Ali Calladine (Deputy Electoral Officer – DEO). The Electoral Office will also hire Voting Information Officers (VIO) to help administer the voting process.

Our primary role is to administer and provide guidance and oversight on the electoral event processes, ensuring that they are fair, impartial and align with the [UVSS Constitution and Bylaws](#) and [UVSS Electoral Policy Manual](#). More specifically, in terms of candidate support, the Electoral Officers are responsible for:

- Interpreting the UVSS Electoral Policy Manual
- Approving and declaring official candidates;
- Providing a mandatory training session for all official candidates;
- Establishing expense procedures and guidelines including Zap Copy credit;
- Approving campaign material and activities;
- Publication of candidates' platforms in the Martlet;

- Organizing a Candidates Forum(s) to help UVSS members make informed voting decisions;
- Providing voter information and support during the voting period;
- Ensuring all posted campaign materials follow the University of Victoria's [Poster, Banner, and Handbill Policy](#);
- Providing a statement on the ballot results at the close of voting once all campaign activities have been resolved;
- Receiving, investigating and ruling on complaints; and,
- Resolving candidate disputes.

Contacting the UVSS Electoral Office:

The UVSS Electoral Office is in the SUB B211 (take the stairs adjacent to the Cinecenta box office). We will try to return all telephone and email messages the same day if received during office hours, and during the next office day for those received after office hours. Email is the best way to reach us.

Email: election@uvss.ca

Office Hours: See uvsselections.com for office hours for each week

Phone: 250-472-4305

Please do not hesitate to phone, email or meet with us in person during the posted office hours; we are here to help.

4. Guiding Documents

UVSS electoral events are governed by the [UVSS Constitution and Bylaws](#), and the [UVSS Electoral Policy Manual](#). Copies of these documents are available for download from the [UVSS Elections website](#).

It is the responsibility of the Chief Electoral Officer to interpret the [UVSS Electoral Policy Manual](#) and act within the bounds of the principles identified. The primary function of the [UVSS Electoral Policy Manual](#) is to provide for orderly and democratic participation and processes in all UVSS electoral events.

The [UVSS Electoral Policy Manual](#) will, where possible, be interpreted broadly and positively, to encourage candidates and students to participate in the UVSS electoral process. At times, practices and rulings from previous electoral events may be looked to for guidance, however, historical decisions are not binding on the UVSS Electoral Office.

In some circumstances the [UVSS Electoral Policy Manual](#) may leave little or no room for discretion or for interpretation. In these circumstances, the result is disciplinary penalties which could have potentially significant negative consequences, including disqualification. We would like all candidates to avoid being the subject of any such consequences, through a thorough understanding of the [UVSS Electoral Policy Manual](#). If you are not sure, ask an Electoral Officer and ensure that any verbal guidance is consistent with the [UVSS Electoral Policy Manual](#).

Though the content of the Candidate Handbook is taken directly from the [UVSS Electoral Policy Manual](#) and

[UVSS Constitution and Bylaws](#) it is imperative that you familiarize yourself with the contents of these other documents.

Non-adherence may result in penalties, complaints and/or disqualification. **Should there be any discrepancy between the Candidate Handbook and the [UVSS Electoral Policy Manual](#) and/or the [UVSS Constitution and Bylaws](#), the latter two documents will take precedence.** The UVSS Electoral Office may establish supplemental rules to provide greater clarity, improve fairness and facilitate the electoral process.

The most up to date information and policy interpretations will be posted on the UVSS Elections website; please check it regularly. Any significant updates will be communicated to all candidates and/or campaign managers via the email address and/or telephone number provided on the nomination form.

5. Important Terms and Definitions:

UVSS – The University of Victoria Students Society (UVSS) is an independent undergraduate student organization (it is not an arm or department of the University of Victoria), governed by the BC Society Act. In keeping with the BC Society Act, the UVSS must have a [Constitution and Bylaws](#), and requires full member elections for its Board of Directors, and referendums on decisions such as fees. The UVSS has over 18,000 undergraduate student members. All undergraduate students who pay UVSS fees are members. Graduate students have their own Graduate Students' Society (GSS) and are associate, non-voting UVSS members. Undergraduate students who are not on campus (e.g., students on a co-op work term, completing distance education) are still members of UVSS.

UVSS Board of Directors – The UVSS Board of Directors is the collective decision-making body for the UVSS, governing the society and overseeing its campaigns and events. The UVSS Board of Directors is made up of 21 student directors. Elections for positions to the UVSS Board of Directors take place every year in March for the following roles:

- Director of Outreach and University Relations (1)
- Director of Student Affairs (1)
- Director of Events (1)
- Director of Finance and Operations (1)
- Director of Campaigns and Community Relations (1)
- Director of International Student Relations (1)
- Director at Large (11)

UVSS Electoral Office – The UVSS Electoral Office is comprised of three non-partisan staff who are hired by the UVSS Board of Directors to oversee all electoral events (i.e., elections to the UVSS Board of Directors, referenda). The UVSS Electoral Office has three roles: Chief Electoral Officer (CEO), Senior Electoral Officer (SEO), and Deputy Electoral Officer (DEO).

Referendum – Referendum questions (referenda) are required in order for the UVSS to make any major changes in its work or fees. The UVSS Board of Directors or a group of UVSS members can petition for a referendum question to be called on any issue. For the UVSS, the [UVSS Electoral Policy Manual](#) requires all referenda questions to be answerable with YES or NO.

Proponent/Opponent – Proponents/opponents fill the function of a ‘candidate’ in a referendum. Proponents/opponents are individual UVSS members, not organizations, and apply to be awarded official status in the electoral event by the UVSS Electoral Office.

WebVote – WebVote is the name of the online voting system that UVSS has contracted to carry out the vote. In this case, the UVSS has contracted the University of Victoria to provide that service. It is important to know that the only role of the University of Victoria is as a contracted service provider and that they do not govern or provide oversight to the electoral event itself.

Cooperative – Cooperative is a group of two or more candidates who decide to run together in an election for the purposes of removing candidate barriers and facilitating UVSS Electoral Office administration.

6. Electoral Events:

From March 4th, 2020 (9:00am PST) to March 6th, 2020 (12:00pm PST), all members of the UVSS will be voting in the following two [2] Electoral Events:

1. UVSS Board of Directors Election
2. UVSS Referenda (three [3] Referendum Questions);

There are three [3] referendum questions being posed to UVSS members during the 2020 election period:

1. Do you support an increase to the student fee for World University Services of Canada (UVic WUSC) in the amount of \$1.50 per full-time student per semester, and \$0.75 per part-time student per semester, for the purpose of expanding the Student Refugee Program to sponsor one additional student per year and to extend first-year support for newly resettled students?
2. Do you support an increase to the Students of Colour Collective Fund of \$1 per full-time student and 50 cents per part-time student for the purpose of creating support resources for visible and invisible minorities on campus?”
3. Are you in favour of establishing a fee of \$1.50 per full-time student per semester and \$0.75 per part-time student per semester, in order to fund the creation of open-source textbooks and other open-source learning materials, which would be used in UVic classrooms?

All voting will be conducted online using UVic’s [WebVote](#) system.

An individual may only run for one UVSS position in any given election, but may concurrently run as a referenda opponent/proponent.

7. Campaigning:

Campaigning is your opportunity to share your message and goals with your primary constituents: UVSS members. It is about sharing a vision, getting your information out to the public, and influencing voters. There are rules and regulations which govern some of the ways in which campaigning can happen on campus.

Please take the time to thoroughly familiarize yourself with the [UVSS Electoral Policy Manual](#) (Part 5: Campaigning). This section highlights significant aspects of campaigning policies and regulations which include the limits on campaign materials.

Candidates are responsible and will be held accountable for the content of their campaign materials and campaign activities. Review and approval for posting by UVSS Electoral Office staff does not signify that the content of the materials themselves are compliant with the [UVSS Electoral Policy Manual](#).

***The campaign period runs from 9:00am PST on February 24, 2020 to 12:00pm PST on March 6, 2020.
No campaign material can be posted prior the campaign period.***

Candidate Conduct:

We expect all candidates (and their volunteers) to act fairly, with respect and to accord each other and the election process with dignity. Candidates are prohibited from making public statements or undertaking activities in relation to another candidate, cooperative or referendum side that is discriminatory, defamatory, malicious, threatening or intimidating. Ensure you are familiar with the campaign sanctions and infractions outlined in the [UVSS Electoral Policy Manual](#) (5.8).

Attribution:

All campaign material must be attributable to a single candidate. Generic campaign materials are not permitted.

Martlet (Campaign Platforms):

The February 20th issue of *The Martlet* will include an elections supplement which contains the publication of candidates (and proponents/opponents) platforms. All platforms must be submitted to the UVSS Electoral Office (**both a paper and electronic copy**) by the close of nominations. Should the word limit (see [UVSS Electoral Policy Manual](#) 5.3) be exceeded, candidates will be given 24 hours to select which words are to be removed from their platform – candidates may not make other edits to their platforms after the close of nominations.

A copy of the elections supplement will be provided to candidates for review to confirm that the submitted platform corresponds with the version in the elections supplement. Candidates will be given 24 hours to provide written notice of any revisions necessary to correct any errors in the proof.

Candidate Forums

To help UVSS members make informed voting decisions, the Electoral Office coordinates events to showcase candidates running for the Board of Directors. These include:

1. Director at Large Candidates and Referenda Forum (March 2nd, 2020 at 2:30pm PST in Vertigo)
2. Lead Director Candidates Forum (March 3rd, 2020 at 2:30pm PST in Vertigo)

The Candidate Forums are sanctioned by the UVSS Electoral Office and put on in collaboration with CFUV and The Martlet. Final details on the Candidate Forum format will be announced by the UVSS Electoral Office before the scheduled events. The format will allow for students to engage with and ask questions of candidates. Time will be allotted for candidates to discuss their platforms.

Both Candidates Forums may be livestreamed using social media and broadcast over CFUV airwaves.

Printed Campaign Materials (e.g., Banners, Posters and Handbills):

Candidates are limited to thirty [30] posters and two [2] banners at any time during the campaigning period. All posters, banners, and handbills must comply with the rules and regulations within the University of Victoria's [Poster, Banner, and Handbill Policy](#) as well as the [UVSS Electoral Policy Manual](#).

All posters and banners must be stamped and approved by the UVSS Electoral Office prior to the distribution and/or posting of materials. The UVSS Electoral Office will have office hours prior to the campaign period to allow for candidates to get their materials stamped – check out the [UVSS Elections website](#) for office hours. Handbills must be handed directly to an individual, and cannot be left static, such as in a pile on tables around campus.

The UVSS Electoral Office will retain one copy of smaller print material (e.g., handbills, posters) and a digital copy of any larger print material (e.g., posters) must be emailed to the UVSS Electoral Office for its records.

All posters and banners must be removed and disposed of in an environmentally-friendly manner prior to the close of voting (12:00pm PST on March 6, 2020).

Electronic Campaign Materials (e.g., Social Media, Websites, Email):

Candidates are permitted to campaign using digital platforms (e.g., websites, social media). No electronic campaign materials may be posted prior to the campaign period. All expenses incurred for electronic campaign material (e.g., domain name, hosting, boosted posts, paid advertisements) must be included as campaign expenses.

At the end of the campaign period, posts to **existing** personal websites/social media accounts may remain active, whereas websites/social media accounts that are created specifically for your campaign **must be taken down** alongside all other campaign material.

It is considered best practice to let the UVSS Electoral Office know of your electronic campaign materials. You can send links by email to election@uvss.ca. Candidates are encouraged to include the **#uvsselections** hashtag in their electronic campaign materials.

Cooperative:

Candidates may form a cooperative, to collaborate and work with other candidates. Cooperative names, logos and/or slogans may **not** be included in any campaign material. Candidates may **not** refer to other candidates, including other cooperative members, in any campaign material.

Cooperative members can pool together their allotted funding and share materials. Candidates that are running as a cooperative can contact the UVSS Electoral Office for guidance in creating a spreadsheet to accompany their [Expense Allowance Form](#) (see Financial Limits below).

Campaign Managers:

Campaign managers are authorized to interact with Electoral Office staff, the Elections Adjudicator, and Arbitration Panel on behalf of the candidate(s). Candidates running as part of a cooperative must designate one person as the campaign manager for the entire cooperative. Candidates not running as part of a cooperative may choose to designate one person as their campaign manager. The UVSS Electoral Office must receive the campaign manager's contact information 72 hours prior to the start of the campaign period.

Volunteer Services:

Volunteers play an integral role in the success and reach of your campaign. Volunteers represent you, and you are responsible for ensuring that their actions comply with all relevant policies.

Endorsements:

Candidates are prohibited from accepting endorsements from any on or off campus groups, including but not limited to:

- Political parties;
- Businesses or corporations;
- Labour unions;
- Interest groups; and,
- Student unions or their umbrella organizations.

Financial Limits:

Candidates seeking election to the UVSS Board of Directors can spend up to **\$80** on their campaign:

- \$30 is in the form of a credit at Zap Copy (provided to candidates upfront by the UVSS Electoral Office); and,
- \$50 can be spent on additional supplies or materials (up to \$50 will be reimbursed to candidates who are not disqualified after the conclusion of the electoral event).

Proponents and opponents of a referendum question may spend up to **\$230** on their campaign:

- \$30 is in the form of a credit at Zap Copy (provided to proponents/opponents upfront by the UVSS Electoral Office); and,
- \$200 can be spent on additional supplies or materials (half of allowable expenses will be reimbursed to proponent/opponents who are not disqualified after the conclusion of the electoral event).

You must keep track of all of your receipts! Spending limits cannot be exceeded, and all receipts must be kept and received by the UVSS Electoral Office by the times the polls close at 12:00pm PST on March 6th, 2020. The [Expense Allowance Form](#) is available on the UVSS Elections website and at the UVSS Electoral Office. Read this form through carefully before you purchase any materials or accept any volunteer services.

All expenses incurred in relation to your campaign **must** be declared on the [Expense Allowance Form](#) and be submitted to the UVSS Electoral Office before the close of voting (12:00pm PST on March 6, 2020). A receipt is required for all expenditures outside of the \$30 Zap Copy print credit provided by the UVSS Electoral Office. Include receipts in an envelope and attach it to this form. You must declare the fair market value of all donated items and donated/discounted labour that is not available to all candidates. These must be included in your spending limit. You must submit an Expense Allowance Form even if you do not spend any money (write \$0.00 for the totals).

Proponents/opponents who are endorsed by the UVSS Board of Directors are not required to include the following costs in their financial limit:

1. UVSS staff time and their work product;
2. Tabling equipment; and,
3. SUB space bookings.

Failure to submit all required financial information by the deadline or exceedance of spending limits will result in a candidate's disqualification.

Zap Copy Account Procedures:

The UVSS Electoral Office will set up an account for each candidate, proponent and opponent by February 14, 2020 with a \$30 printing credit to be used only for individual campaign expenses. The UVSS Electoral Office will notify you by email when these accounts have been set up at Zap Copy. Please do not inquire at the Zap Copy counter until you receive notification from the UVSS Electoral Office.

Once your confirmation email has been received, you are responsible for setting up your self-serve printing account at Zap Copy and picking up your own materials. **Candidates wishing to print from this account must present their Student ID** in person every visit to collect a print order and/or supplies. No other candidate or person (including your campaign manager) can set up or access your account on your behalf. Failure to comply could lead to sanctions imposed by the Chief Electoral Officer for campaign violations in accordance with the [UVSS Electoral Policy Manual](#).

8. Voting Period:

During the voting period (9:00am PST on March 4 to 12:00pm PST on March 6), Voting Information Stations will be set up to encourage voting on campus, and provide accessible voting options for UVSS members. Fixed stations will be in each of the Student Union Building (SUB), Clearihue, and McPherson Library. Mobile/roaming Voting Information Stations will also be set up in main academic buildings and in student service locations during peak hours.

Candidates and supporters who are actively campaigning must not approach, visit, or campaign within sound or six [6] meters of an open Voting Information Station.

The UVSS Electoral Office will take any real or perceived attempt to influence voters or interfere with the work of Election Officials extremely seriously.

9. Campaign Violations:

In the event that a candidate violates electoral policy, the Chief Electoral Officer may investigate to determine if the behavior constitutes a minor or major infraction. The Chief Electoral Officer may apply a warning or a sanction to any cooperative, campaign manager, or candidate. In the instance where a campaign manager or cooperative commits an infraction, a sanction may be applied equally to each candidate who is a member of that cooperative. An investigation may be initiated through a formal complaint.

Sanctions for minor infractions, which include prohibited campaigning and the usage of unauthorized campaign materials, are imposed at the discretion of the Chief Electoral Officer. Some examples of minor infractions that may result in a sanction include:

- Early campaigning (openly campaigning before the official start of the campaign period)
- Prohibited campaigning (e.g., purchasing advertisements in The Martlet or on CFUV)
- Unauthorized campaign material (e.g., dimensions, number, material not stamped by the UVSS Electoral Office)
- Frivolous or vexatious complaints
- Intentional misrepresentation of facts
- Other acts which violate the election principles
- Willful vandalism of another candidate's campaign material will result in a mandatory sanction.

Sanctions for major infractions, which include defamation and financial non-compliance, will result in disqualification. Some examples of major infractions that will result in disqualification include:

- Harassment
- Defamation of other candidates (slander or libel)
- Vote Buying
- Interference
- Financial non-compliance
- Repeated and willful violations

10. Complaints, Appeals and Preventative Options:

It is the responsibility of the Chief Electoral Officer to interpret and communicate how the [UVSS Electoral Policy Manual](#) is applied – the UVSS Electoral Office staff is here to help you navigate the complex policies. If you ever have questions about whether your actions or the actions of other candidates could or do contravene the policies, the UVSS Electoral Office staff can provide guidance in advance of taking the action, or before a Formal Complaint is submitted.

The UVSS Electoral Office staff will work to rectify and resolve issues that are raised. Candidates are encouraged to meet with an Electoral Officer to request an informal discussion with another candidate about potential campaign violations prior to launching a formal complaint.

Formal Complaints: Formal complaints must be made in writing to the UVSS Electoral Office using the [Complaint Form](#). The forms must be submitted electronically to election@uvss.ca. The [UVSS Electoral Policy Manual](#) outlines the timelines and processes for both the Chief Electoral Officer and of complainants/respondents, once a Complaint Form is received.

Appeals: Candidates who wish to appeal a decision of the Chief Electoral Officer to the Elections Adjudicator are permitted to do so by filling out and submitting an [Appeal Form](#) to the Elections Adjudicator. These forms must be submitted electronically. The [UVSS Electoral Policy Manual](#) outlines the timelines and processes for both the Elections Adjudicator and the appellant, once an Appeal Form is received.

Candidates who wish to appeal a decision of the Elections Adjudicator to the Arbitration Panel are permitted to do so by filling out and submitting an [Appeal Form](#) to the Arbitration Panel. These forms must be submitted electronically. The [UVSS Electoral Policy Manual](#) outlines the timelines and processes for both the Arbitration Panel and the appellant, once an Appeal Form is received.

We will consider each issue that arises or is brought to our attention through the complaint process on their own facts and merits. In the interest of fairness, we will aim to provide consistent interpretations for similar issues, although some interpretation will always be necessary. Past rulings by Chief Electoral Officers may be looked to for guidance; however, they are not binding on the UVSS Electoral Office.

11. Post-Electoral Event

Campaign Material Removal:

All campaign material must be removed by 12:00pm on March 6, 2020. The UVSS Electoral Office may withhold the results until all visible campaign materials (including social media and websites) are taken down.

Campaign Expense Review and Reimbursement:

[Expense Allowance Forms](#) and receipts must be submitted to the UVSS Electoral Office before 12:00pm PST on March 6, 2020. Providing that the submission is in accordance with the [UVSS Electoral Policy](#)

[Manual](#), cheques will be available at the SUB General Office for the candidate on March 20, 2020 after 12:00pm.

Remember the Value in Running:

Regardless of the outcome, running as a candidate or proponent/opponent in a UVSS electoral event is a rewarding and valuable experience. It is important to thank your team and everyone who plays a part in your election experience, including those with differing opinions. Remember, you are playing an important role in the promotion of democracy and advocacy on your campus, and that is something to be proud of! Thank you for taking the time to learn more about your community, sharing your vision and putting yourself out there.

Feedback to the UVSS Electoral Office:

Every electoral event is different, and we want to hear from you on what worked, what can be done better, and how your overall experience was. Connect with us and give us feedback for future policy updates and general practices. We look forward to hearing from candidates in any and all capacities.

Appendix A: Tips from a Candidate and Proponent:

- READ the [UVSS Electoral Policy Manual](#) and ASK QUESTIONS. The [UVSS Electoral Policy Manual](#) is absolutely integral to your success as a candidate. Know the rules, play within them, and if you aren't sure, ask the UVSS Electoral Office!
- Once you know that you are running, start to assemble a team of volunteers. Be cautious however, because you do not want to pre-campaign. Make sure that conversations with potential team members happen in private, and meetings about what the campaign look like must be confidential.
- Build your platform early on: by the time the first day of campaigning rolls around, you should have your platform memorized. Find what feels the best, come up with roughly three key messages and know the ins and outs of why it's important.
- Keep track of everything! You do not want to have one receipt missing or one cent over your budget. Start a spreadsheet early on with all of your campaign expenses, and keep every single receipt in a safe place. Also keep track of how many posters and banners you have, going over your allotted banner/poster count could result in penalization. Be sure to note when leaflets are left at empty tables and clear these. Stagnant leaflets are not allowed.
- Make accessible graphics: You want your graphics to be clear, hard-hitting and easy to read. This again comes back to your key messaging. What are the most important aspects of your campaign? Condense those things down to a digestible format and create your campaign materials from there. Leave the longer and more nuanced information for social media and website content.
- SPEAKING OF SOCIAL MEDIA: do not underestimate the power of it! Social media is increasingly playing a huge role in the election campaigns everywhere, and the UVSS is no exception. Build content that is easy for your followers to share. Get students to take pledges of support and share them EVERYWHERE.
- At the end of the day, getting out and meeting your voters where they are is what wins. Assemble your team and build a spreadsheet of all the tasks that you need to do, paying special attention to: classroom talks, leafleting, and chalking. These three things are key players in actually getting students to vote! And win or lose, you will have done something for democratic participation.