



ABCs OF AN ELECTION CAMPAIGN

How to run a successful election campaign

- Know the role of an elected commissioner.
- Know the role of a school board.
- Observe your community to learn about its concerns.
- Be attentive to the educational needs of the community.
- Stay in touch with people and listen to them:
 - elicit public comments to assist in identifying your election platform.
- Raise awareness through substantive commitments in education.
- Have a clear election program that attests to your knowledge of the public education community and your commitment to the cause.
- Get to know your opponents and their ideas, but it is your ideas that will set you apart from them.
- Know your electors and their priorities well.
- Take every opportunity to learn—consult education research, studies and statistics.
- Act professionally in organizing your election campaign.
- Use all the public relations means available.
- Use social media.
- Use Internet.

How to run a successful election campaign (cont'd)

- Greet people in the street.
- Build a good team.
- Attend the council of commissioners' meetings in your community.
- Increase visibility and develop trust.
- Include, whenever possible, a graphic component of the school board elections in your communications—paper or electronic format.
- Use radio, television and social media to make sure people know about you.
- If possible, designate a volunteer from your team who is responsible not only for relations with the media, but also for your public image.
- Participate in local cultural, municipal, social, community or economic activities.
- Choose a public figure (an artist, a leading figure in the business world, etc.) to help you promote your candidacy in the school board elections.
- Walk the talk and show it with concrete actions.
- Draw up a list of groups or associations in your community and prepare a calendar of activities in which you could participate.
- Use emails to rapidly reach your team and volunteers, where applicable.
- Hand out your election program, wherever you go.

HOW TO REACH YOUR ELECTORS

- Campaign door-to-door, if possible, in your ward.
- Build on existing relationships with influential groups and individuals in your community to reach electors.
- Encourage people to talk about you to others.
- Hold meetings with groups of young people (colleges and universities), parents (public family activities, arenas, etc.) and senior citizens (large voter turnout).
- Forward your election program brochure to community organizations (associations of retirees, optimist clubs, etc.), administrators of cegeps and universities, entrepreneurs and other partners in your community.
- Send emails to your supporters to remind them of polling station locations and hours. Always re-read your message before clicking on “send”. Make sure to hide recipients' email addresses.
- Use free publicity opportunities (local newspapers and community television).
- Visit shopping centres to meet electors.
- Participate in block parties.
- Get invited by groups to introduce yourself and to present your election platform on education.

HOW TO REACH YOUR ELECTORS (cont'd)

- Go on walkabouts (in public places).
- Host a coffee break for about 30 people in a public place.
- Use social media (refer to guide on social media).
- Obtain posters or signs (ongoing contact with electors). Keep the layout simple and include a short slogan and your picture. Check the posting regulations in your community.
- Publish, as needed, one-page press releases or news bulletins of no more than three paragraphs to inform the community of your agenda or points of view on current local events.
- Convene, as needed, press conferences to announce your candidacy in the school board elections.
- Hold interviews with journalists.
- Obtain badges or self-adhesive stickers (useful for door-to-door campaigning) using the same graphic art or visual materials.
- Deliver a clear message.

CREATING AN ELECTION CAMPAIGN BROCHURE

- Graphic content
- Candidate's name
- Name of school board and territory of electoral ward
- Brief description of candidate
- Slogan
- Good quality picture
- Photo of candidate surrounded, if possible, by known influential figures in community, preferably an action photo
- Education
- Work experience
- Accomplishments
- Values
- Education platform (no more than two or three issues)
- Means by which to deliver on the platform proposed in the community
- Date of school board elections and of advance polling
 - polling stations and hours
- See sample brochure

**Walk the talk to develop trust and
reinforce credibility with electors!**

MEDIA PRESENCE

WHY?

- To make yourself known as a candidate in the school board elections.
- To announce important news about your campaign.
- To announce an upcoming event or an important decision.
- To react to news emanating from the education community or any other area of activity.
- To react to comments made by other candidates running in the school board elections.

MEDIA PRESENCE

HOW?

- Prepare yourself adequately for an interview.
- When giving an interview, identify the objectives you are pursuing.
- Target the message that you wish to convey and repeat it often to reach as many people as possible.
- Avoid using overly technical and theoretical terms.
- If time permits before an interview with a journalist, practise responses to questions.
- Be honest when conveying information.
- Utilize anecdotes to illustrate your point of view.
- Prepare convincing arguments and statistics before giving an interview or reacting to news.
- Provide concrete examples to support your statements.
- Convey your message using clear, short sentences.
- Avoid using too many “ifs” and pauses in the answers given.
- Avoid providing answers to overly hypothetical questions.
- Write a letter to the editor of the local newspaper to make known your education platform. Using a journalistic style, prepare a brief and factual letter. Urge the editor to publish the letter. Also, include a picture and an election campaign brochure.