

# Physical Campaigning

YUSU elections 2020

YUSU  DEVELOPS

## This Session will...

- ...go over the do's and don'ts of physical campaigning
- ...provide good practice examples
- ...provide hints and tips from past sabbs

# What is physical campaigning?

- Talking
  - Chatting to students on campus
  - Lecture shout outs
  - Hustings / debates
  - Colleges / Sports / Societies meets
  - Campaign teams
- Printed materials
  - Published student media
  - Posters/flyers/banners



## Do

- Make your campaigns accessible and diverse
  - Guidance documents are available
- Remember campus is open to the public
  - Campus is family friendly so be conscious of poster content
- Accept posters may not survive
  - The weather is likely to have an impact so prepare
- Ensure platforms are open and accessible
  - Can all candidates use the same platform?
- Remove materials at the end of the week
- Be nice!!!



## Don't

- Use sellotape or blue-tac
  - white-tac and string only please
- Use chalk or paint to write on University property
- Use copyrighted materials
  - You can use artistic license but you are responsible
- Tamper with, obscure or remove other candidate materials
  - If you find something on the floor bring it to YUSU
- 'Club' campaign
- Let your team run wild!
  - You are responsible for your team and their actions



# Advice and Support


[asc@yusu.org](mailto:asc@yusu.org) | 01904 32 3724 | Open 10am-4pm



# Advice from YUSU Commercial Services

You can campaign in venues but you cannot affix anything to the walls

# Advice from Estates



Reception  
Areas



Thoroughfares



Catered Outlets

When campaigning in college or departmental areas, please adhere to their requests regarding space and where is suitable for campaigning and postering to take place. If in doubt ask a relevant staff member.



## Advice from estates continued

Heslington Hall  
(and railings  
outside)

Spring Lane  
Building

Piazza Building

Poster Boards  
in catering  
outlets

Common sense in each location, especially regarding Health & Safety, would also be appreciated. Don't obscure glass panels, put things over fire evacuation plans or visibility strips etc. If in doubt, ask!

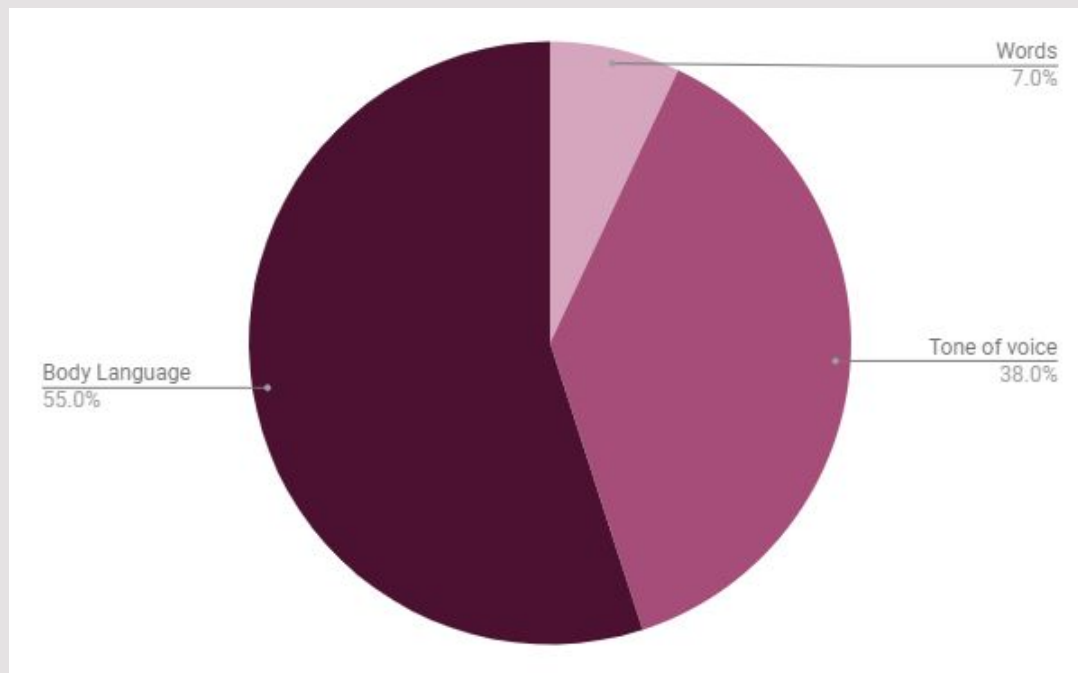
# Active Campaigning

- Don't rely on posters and banners, get out there and talk to people!
- Elections aren't about candidates, they are about voters
  - Listen as well as speaking - find out what students want from a representative and what they care about
  - Find something that relates to your manifesto and tailor your message
- Don't over do it
  - If someone isn't interested, busy or wants to vote for someone else then respect that
  - Forcing your pitch on them is more likely to result in an angry student than a voter. Maybe try asking them Why they don't want to vote



# Public Speaking

# Body Language



# Stuffing

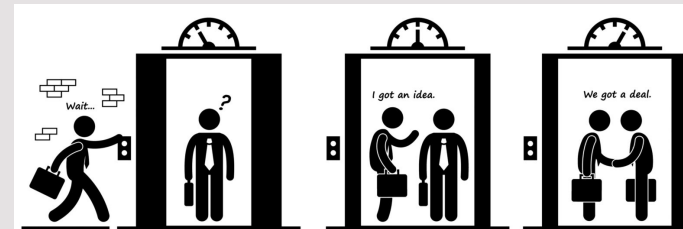
Know your  
stuff

Know who you  
are stuffing

Know when  
they are stuffed

# Elevator Pitch

- It's a good idea to have one of these ready during voting week so you know what keys things you want to get across
- Try asking these four questions
  - What role are you going for
  - Why do you want to do?
  - Why does it matter?
  - How do they get involved?
- It can also be a good idea to include a 'highlight' something you've done or your USP
- It should be around 30 seconds



## Top Tips

- Practice and prepare
- Know who you are speaking to
- Organise your material
- Watch for feedback and adapt
- Show your personality
- Use effective stories
- Don't read
- Be open
- Nervousness is normal!



**Any Questions?**