



**How to Run. How to Win.**  
**CAMPAIGN SURVIVAL GUIDE**

# POSITIONS AND NOMINATION

The first decision made in any Students' Union election is which position you will be running for. In general, there are the executive positions, which are paid and much more time-intensive, and the Board of Governors Representative, which is a volunteer position for which there is only one seat. There are also the Students' Union Councilors and General Faculties Council Councilors. The volunteer seats on these bodies are allocated according to size of faculty. Each position has a set of different attributes that may appeal to you.



An important difference between SU Executives and Councilors is that the elections happen at different times. The election for Executives and BoG Rep is usually a week or two prior to the election for SU and GFC Councilors. The benefit of this is that if a candidate is unsuccessful in an executive election, they could still be involved in one of the councils. The Executive Committee and Board of Governors election is held the Wednesday and Thursday of every second week following the Winter Term Reading Week. The councilor elections occur fifteen days after the election of the executive committee.

There are five executive positions available that any undergraduate from any faculty can run for: President, Vice-President Operations and Finance, Vice-President Academic, Vice-President Student Life, and Vice-President External. There are thirty-three Students' Council seats and forty GFC seats available. They are broken down by faculty as such:

Faculty	Number of Council Seats	Number of GFC Seats
Agriculture, Life & Environmental Sciences	1	2
Arts	6	8
Augustana	1	1
Business	2	3
Campus Saint-Jean	1	1
Education	3	4
Engineering	4	5
Law	1	1
Medicine & Dentistry	1	2
Native Studies	1	1
Nursing	1	2
Open Studies	1	N/A
Pharmacy	1	1
Physical Education & Recreation	1	1
Science	7	9
<b>Total</b>	<b>32</b>	<b>40</b>

Nomination packages are the documents that signify a candidate's intent to run. The Chief Returning Officer (CRO) may set the due date for nomination packages on any day at least thirteen days prior to the executive/BoG campaign period or nine days prior to the beginning of the councilor campaign period. Nomination packages are to be handed in to the CRO.

A complete nomination package for executive/BoG rep elections includes:

- General information of the candidate and campaign manager
- A minimum of 50 signatures from undergraduate students
- A confirmation by the faculty of the candidate to prove enrolment
- A \$50 deposit

A complete nomination package for a councilor election includes:

- General information of the candidate
- A minimum of 10 signatures from students in the candidate's faculty
- A confirmation by the faculty of the candidate to prove enrolment

## ELECTION BYLAWS: 2100 - 2500

The purpose of the five election bylaws are to ensure an equal playing field for all candidates. They outline in detail how, when, and where a candidate may campaign. The elections bylaws can be accessed from the SU website.

**Bylaw 2100** - Chief Returning Officer and Elections Staff of the Students' Union

**Bylaw 2200** - Executive Committee and Board of Governors Representative Elections, Plebiscites and Referenda of the Students' Union

**Bylaw 2300** - Councillor Elections to Students' Council and General Faculties' Council

**Bylaw 2400** - Balloting and Counting of Students' Union Elections

**Bylaw 2500** - A Bylaw Respecting Plebiscites for University Mandatory Non-Instructional Fees

For a candidate in an executive or board of governors race, bylaw 2200 will be the most important. For a candidate running for a students' council or GFC position, bylaw 2300 will be the most important to read. Of additional importance for any race is bylaw 2400, which explains how voting works in various scenarios.

Any student can bring forward a plebiscite or referenda. The process is as follows: submit a petition to the Chief Returning Officer, who will then take it to Bylaw Committee where wording will be decided. Bylaw will then bring the question to council for approval. In the meantime, get signatures from 5% of the members of the SU to show support for a plebiscite, or 15% for a referendum. You must then register to support the 'yes' side of your question and make sure not to miss any election-related meetings

There are many rules associated with elections and for that reason, there are many opportunities for accidental contraventions. Be careful to avoid these common mistakes:

- ✗ Posters can't be placed within 10 feet of each other
- ✗ There is absolutely no campaigning allowed in the time period between declaring candidacy and the start of campaigning
- ✗ At the Myer Horowitz forum, candidates cannot distribute campaign materials
- ✗ Candidates must attend daily meetings or be charged a fine
- ✗ Candidates cannot share resources
- ✗ There is no campaigning in libraries, residences, SU businesses, classrooms during classes, or off-campus
- ✗ There can be no use of external media sources
- ✗ There can be no more than 10 posters for one candidate in any one building

# WHO'S WHO IN THE ELECTION OFFICE

## The Chief Returning Officer

The Chief Returning Officer, or CRO, is the sheriff of all things elections. The CRO is a staff member of the SU with a one-year term that is responsible for setting the schedule of anything related to the elections, enforcing election rules, advertising elections, providing universal resources, chairing forums, and overall elections coordination.

## The Deputy Returning Officers

The Deputy Returning Officers, or DROs, are the assistants of the CRO. They are responsible for any smaller tasks that the CRO assigns to them. This could include administrative tasks or things related to the marketing of the elections.

## Registrar

The Registrar is the office responsible for collecting hearing applications and respondent applications and forwarding them to DIE Board. If a candidate wishes to appeal a decision made by the CRO, they should hand their application in to the Discover Governance Manager.

## Discipline, Enforcement, and Interpretation Board (DIE Board)

When the CRO makes a decision and a candidate thinks the decision is incorrect, they can seek an appeal to DIE Board. The DIE Board will interpret SU Bylaws in the case brought before them. The ruling of DIE Board is final.

## ESSENTIAL MATERIALS

There are some materials that are standard for any election. Candidates should make sure that they leave room for them in their budgets, or ask volunteers to help manage them. The following items will need to be prepared in advance of campaigning, so don't forget to plan ahead!

**Posters:** Essential for getting your name out to the voters. There is no single way of designing a poster, although checking out past issues of the Gateway's Poster Slam may give candidates a good idea of what separates a good poster from a bad poster. Posters can be printed at SUBprint for elections for about \$1.00 each.

Elections are the one time of the year when posters can be posted in places other than bulletin boards. Candidates would benefit from recruiting volunteers to help them put their posters up all around campus. Posters can be taped to the wall with masking tape, but volunteers should be aware that posters are not allowed to be taped to surfaces that could be damaged when the tape is taken off.

**Banners:** Another way to catch the eye of unwitting voters as they make their way from class to class is to hang giant banners in various locations. Banner paper is a universal material provided by the CRO, but it's the candidate's responsibility to print or paint them. This is a time-consuming activity so candidates should ensure that if they are going to paint banners, they start early.

Also note: there is a limited amount of banner space, so if there are many candidates, it pays to be the early bird.

**Handbills:** Little slips of paper with your name and platform points on them can be incredibly valuable both for informing voters and tracking how many students you have spoken with. Handbills can also be printed and cut at SUBprint.

**Online:** Campaigning has been increasingly done online in recent years. Candidates create Facebook pages and events, websites, twitter accounts, and more for the sake of a campaign.

**Accent Items:** Optional. Essentially, something for people to remember you by. Whether it's a funny hat, or a particular outfit, students will be more likely to remember you if you stand out from the crowd.

## HOW TO SUCCEED IN A FORUM

Forums are your opportunity to dazzle voters with your great ideas and incredible public speaking skills. There is usually at least one per day and each of them will likely have different formats and speaking topics. There are a few key things you should know about forums before diving in:

- ❑ **Prepare Something:** Whether you memorizes your entire speech or just know your platform points really well, it's better to go in with something prepared than to just wing it.
- ❑ **Check how long you have to speak in advance:** There will be different limits on speaking turns depending on which forum you are at. It reflects better on candidates if they make the best use of their time, but do not go over the time limit.
- ❑ **Prepare questions:** In many forums, there will be opportunities to ask questions of your fellow candidates, therefore it makes sense to have a couple of questions ready. Also consider that you may have to answer your own question!
- ❑ **Anticipate questions:** If you have prepared great questions for forums you can expect to be asked some tough questions yourself. Ensure that you are well aware of the weaknesses of your platform and background experience and be prepared to field related questions.
- ❑ **Play to your audience:** Each type of forum will draw a different crowd. Emphasize the aspects of your platform that are most pertinent to the students in the room when you are speaking.
- ❑ **Try to relax:** It's nerve-wracking for most people to talk in front of a large crowd and there are many methods of overcoming nervousness. Find out what works for you; you'll have plenty of opportunities to practice it. Overall, even if your ideas are fantastic, delivery is still important. Appearing calm and confident will go a long way with voters.

## DAY-BY-DAY

There are a number of things that candidates will have to do everyday listed below. Keep in mind that, typically, a greater level of intensity is required for the executive and board of governors races, and that there are many methods for campaigning. There are no limits to how creative you can be, these are simply suggestions.

**Candidates Meeting:** Every day there will be a mandatory meeting of all candidates at a time that the CRO chooses. There is a fine for not attending this meeting or sending a proxy.

**One-on-Ones:** One of the most important ways in which to mobilize students to vote for you is to chat with them one on one and tell them why your ideas are great. It can be really intimidating to go up to a student or a group of students and talk about yourself, but it helps if you have an opening statement or sentence that you are really comfortable with to start the conversation off.

**Tip:** students are absolutely allowed to say that they don't want to talk to you and if that's the case you shouldn't push them or pester them, just move on.

**Classroom Talks:** On the top of the hour, every hour (or every 1.5 hours on Tuesday and Thursday) a new class begins. This is your opportunity to speak with hundreds of students all at once. If you are efficient, you may be able to do more than one classroom talk in the ten-minute period before classes.

**Tip:** always ask the professor if you can talk to class beforehand and if they say 'no' don't push them, just move on.

**Social Media:** When you're taking quick breaks throughout the day, it might not be a bad idea to post a tweet or facebook status about a forum that's happening later in the day or an interesting question that a student asked you. You may also get questions from students through social media and candidates should endeavor to answer all questions put to them.

**Tip:** don't engage in twitter fights.



# BUDGETING

Every candidate in the executive and board of governors representative races has \$550 to spend on the election. Each joke candidate is allocated \$363. Candidates that are running for council or GFC positions are allowed a base \$30 and then \$6 for every 1000 students in their faculty over 3000 students. These are important amounts to know because any candidate that exceeds the amount allocated for their race will be automatically disqualified.

Towards the end of the campaign, roughly two days before voting, all candidates will need to hand in a budget to the CRO. The budget will outline the totals of all expenditures made throughout the election on non-universal materials.

Universal materials are provided by the elections office for use by all candidates and if a candidate purchases these materials on their own they do not have to expense them. See the chart below for examples of universal and non-universal materials.

Universal Materials	Non-Universal Materials
<ul style="list-style-type: none"><li>▪ Tape (all kinds)</li><li>▪ Regular paint</li><li>▪ Brown banner paper</li><li>▪ Paintbrushes</li><li>▪ Lawn signs</li><li>▪ Elastic bands</li><li>▪ Glue</li></ul>	<ul style="list-style-type: none"><li>▪ Anything you print (posters, banners, handbills)</li><li>▪ Website domain purchases</li><li>▪ Facebook ad purchases</li><li>▪ Digital signage</li></ul>

## DISCLAIMER

This is an unofficial guide to campaigning in SU elections, and is meant to provide generalized advice to help beginners prepare for and improve their campaign experience. Its use will not guarantee your success in elections, and the information it contains does not replace existing rules, regulations, or schedules.