

Campaigning Tips & Tricks

Firstly, a massive thank you for your interest in running in the elections!

ARU Students' Union exists to empower and support students to achieve their potential, and that includes helping our students to become student leaders. By nominating yourself you could secure the role of a lifetime!

This guide will give you a short breakdown on the ins and outs of campaigning, but we also highly recommend attending one of the training sessions hosted by the SU – you can find out the times and dates of these on the [Candidates Hub](#).

CAMPAIGNING

The most important thing to remember is that anyone can win – all students at ARU have the right and the ability to vote for all positions in The Election, and campaigning well could change everything in your favour.

Campaigning is the act of getting people to vote for you and support your candidacy in the election; there are rules and regulations set out for your campaigning on the [Candidates Hub](#).

Most students vote because they are asked to – the more people you speak to, the more people will vote and likely, they'll vote for the candidates they've met and spoken to. Some students will recognise posters and flyers, but it's a conversation that will inspire them to vote in the first place.

Be polite, friendly, and enthusiastic when talking to potential voters, and make sure you tell them your name – it's no use convincing them to vote for you if they don't know who you are! Remember not to be too pushy or to bore them with too much detail.

Don't get disheartened by a negative encounter if you have one – remember there are thousands more students out there!

Consider getting a campaign team! Gather some friends who want to help you win and use them to spread the load of campaigning – remember that your campaign team are subject to the same rules and regulations as you are though.

HOW AND WHEN TO CAMPAIGN

Voting Students

Areas around ballot stations are no-campaign zones; interfering with a student who is ready to vote is against the campaign regulations. You will be asked to move on by a member of SU staff if you are attempting to campaign near a ballot station, and sanctions could apply.

Lecture Shout-Outs

Get in touch with lecturers and ask if you can have a couple of minutes at the start of their lecture to publicise yourself. You can do this in person or over Teams.

Make sure you've prepared a shout out to use your time wisely. Keep it brief before students get annoyed that you are cutting into teaching time.

Remember - they have to leave the lecture remembering your name!

Food Outlets

Try speaking to students in communal areas like 92 in Chelmsford, or the Eatery and Blend in Cambridge. Be polite and tell them who you are and why you are running.

Opening with 'do you have a spare 5 minutes?' gives them room to shut you down. It's much better to open with something like 'do you know that Union elections are happening?'. This gives you the chance to explain what the elections are, why they should vote, and then why they should vote for you. Probably best not to disturb them while they are eating though!

The Other Campus

Do not focus your campaigning on one campus, otherwise you will neglect thousands of voters based at other sites. Think about taking a trip to other campuses to scout out where people hang out communally, so you have an idea of where to target voters. You can claim back the costs of travel on your [Candidate Expenses Form](#). The refundable amounts for travel will count for one journey between core campuses and are as follows:

- Driving between Cambridge and Chelmsford: £42.30
- Driving between Chelmsford and Peterborough: £72.00
- Driving between Cambridge and Peterborough: £36.00
- Return train (Cambridge to Stansted Airport) + bus (X10/X30) journey between Cambridge and Chelmsford: £40.00

- Return National Express bus journey between Peterborough and Cambridge (must be booked in advance): £15.00
- Return train journey between Chelmsford and Peterborough: £40.00

If you book your travel between campuses and then require help or further guidance, contact the Democracy & Campaigns Coordinator.

Using Your Campaign Team

If you choose to set up a campaign team make sure you play to their strengths – maybe one of your friends is great at starting conversations, or amazing at graphic design. Make sure you have a way of staying in touch, like a WhatsApp group, and plan out your time effectively as a team.

PHYSICAL CAMPAIGNING

Things like posters and flyers are everywhere during The Election, and you may want to make some of your own; we have another guide on Digital Campaigning available for you, but this guide should cover some of the do's and don't of physical campaigns.

DO

Be creative! – The best and most memorable campaigns are those that do something different from everyone else.

Include your picture, your name, and a link to the voting page.

Keep it accessible – Make sure your font is legible and your design is simple and uncluttered.

Keep the posters and flyers in line with your campaign branding.

We cannot guarantee that posters will not be removed anywhere - however using official boards and communal spaces limits this risk. Your posters WILL be removed if you put them in the Library, over university signage, or other promo material.

DON'T

Stretch or distort your images.

Put your entire manifesto on a poster – no one can read that from a distance!

Put posters over another candidate's poster or move their campaign materials – this is against the campaign regulations.

Put posters up with anything that will damage the surfaces, including glue, sticky-back paper, tape, and blue tack – the SU will provide you with white tack, and we can refuse to refund you for anything else. We may ask you to clean any damage or discolouration caused by your posters!