

SRC Campaign and Canvassing Tips

Congratulations on making the decision to run in SRC elections! We have put together this guide to help you get started with campaigning by introducing some common practice used by candidates in the previous elections. This is not about the formal rules, so please make sure to carefully read [the SRC Regulations document](#) and make sure that anyone helping you with your campaign is also familiar with the rules. Especially when campaigning in person it's important to be mindful of the canvassing regulations and respect everyone's personal space.

There are hundreds of ways to run a successful campaign and no one way is the right way. Most candidates will simply run an online campaign and maybe give out some flyers. Above all, running a campaign is about connecting with students and getting your name out there so please don't feel pressured to do all the things on this list – perhaps choose a couple that you can manage and fit best for your position and around your schedule. Be authentic and enthusiastic and you'll do great!

Preparing Your Application

Writing a Manifesto

Your manifesto is your chance to let people know who you are, your experiences, what you want to do and why they should vote for you! It's up to you if you take a formal or conversational tone. Stick to the word count and take advantage of formatting – bullet points, highlighting things in bold, etc. You don't need to have 101 things you'd like to achieve in the role, most reps will run with 2-3 main manifesto points. A good piece of advice is to [read over previous candidates' manifestos for inspiration](#), or reach out to the current council member in your role for advice.

Nominating Yourself and Getting Sponsors

In order to have your nomination accepted you will need to have a certain number of sponsors (students to electronically back your nomination). Sponsors need to be fully (academically and financially) registered UofG students. School Reps and PG Convenors need 6 sponsors, Welfare, General and UG College Reps need 15 sponsors, and Sabbatical Officers need 30 sponsors. However, please aim to get more sponsors than required to avoid losing your nomination due to any issues with your sponsors' confirmation. For school/college reps the sponsors must be from the specific school/college you are running for, however anyone can sponsor for the other positions. Sponsorship doesn't mean they have to vote for you, it just means they're enabling you to run in elections! If you don't know many people don't worry, try get the people in your class to sponsor you or politely approach other students on campus or online.

Preparing to Campaign

Campaign Regulations

[Please read the regulations](#) thoroughly before running your campaign as not adhering to the rules can result in the termination of your candidacy. Be aware of where on campus you cannot campaign (such as within the library), how you can interact with voters (you can't vote on their behalf) and online campaigning (you can't include the SRC logo in your campaign materials and you can't use University online platforms for your campaign).

Funding a Campaign

There are strict budgets for campaigns. Sabbatical officers cannot spend more than £100, and non-sabbatical officers cannot spend more than £25. Keep a track of what you've spent as you may be asked to prove you've stuck to the budget.

For students who may be unable to fund their own campaign the SRC has funding available for those who need it and once you start your application you will be contacted to ask if you would like to access this support. [You can read more here.](#)

Online Campaigns

Since the pandemic, most candidates will run an online campaign alongside in person campaigning. Many candidates will also choose to only campaign online, which can also be very effective and save on costs. How you run it is up to you, however it's always worth checking out previous campaigns for inspiration. Popular platforms to use are Instagram, TikTok and Facebook but you are free to use other platforms too. In addition to creating a page and sharing more information about you and your goals, if elected some candidates will also create an event/reminder for voting day to make sure students don't miss the deadline!

Pro tip: if you're trying to get people to see your page, one of the best ways to do this is go follow a BUNCH of students and clubs/societies. Follow all the people who are followers of club and society pages you are involved with or people who followed accounts from last year's election pages.

Graphics

Most candidates will make their own campaign graphics.

Many students use Canva to make graphics for free: <https://www.canva.com/>
They also will often promote themselves using memes like using this meme-generator here: <https://imgflip.com/memegenerator>

Clubs and Society Endorsement

Many candidates will seek endorsement from clubs and societies as it is a great way to get noticed by students! You can find contact details for SRC affiliated clubs and societies [here](#).

In Person Campaigns

Hustings

A hustings meeting involves each candidate giving a short speech to an audience of students about who they are, what they wish to achieve in the position they are running for, and why people should vote for them. All candidates will receive specific information on what to expect via email.

Library Hill

Library hill is the main space for campaigning on the Gilmorehill campus. Candidates will be out on the hill usually sometime between 9am and 5pm to hand out flyers and encourage people to vote on the two days voting is open. Library hill has a great atmosphere during elections, however, be prepared for lots of shouting "Vote X for X" and music! In the past there has been flash mobs on library hill, musical performances, etc. – people get quite creative!

Flyering

Most candidates on the Gilmorehill campus will flyer on Library Hill and on University Avenue (as well as around subject-specific buildings if you are running for an Academic Representative position).

Depending on where you are based, try to find a busy area to have the chance to speak to as many students as possible about the elections and your campaign specifically!

Here are a few places students commonly order from

- <https://www.vistaprint.co.uk/marketing-materials>
- <https://www.instantprint.co.uk/flyers-leaflets>

You can also just use the Library Printers or SRC Printing services to print any materials you would like to use! You don't have to use fancy paper. Cutting up standard printed papers with 6 mini handouts on them is a great way to get bang for your buck.

Pro tip: Business cards are often smaller and more cost-effective than flyers! If you struggle to include key information in smaller space, you can include a QR code or a link where students can read more about your campaign.

Posters

Candidates will often put posters up around the campus, student accommodation or other areas popular amongst students! Just make sure to check the regulations as to where you can put them up and when you have to take them down. You can also carry posters with you while campaigning if want to avoid giving out materials to all the students you meet!

Stickers

Candidates sometimes give out stickers to those who vote, which is always fun! You can order stickers from very similar companies candidates often use to order their flyers from.

Windows

Getting signs put up in flat windows is a great way to get the word out, a simple "Vote X for X" is good. If you have friends who live near campus or in student accommodation, consider this idea- all you need is some cardboard or paper and a pen!

T-Shirts

Candidates like to wear t-shirts. Usually just a plain t-shirt with "Vote X for X" written/painted on it, some like to buy transfer paper and print off a design to transfer across to a top.

(Just remember to bring a jumper to cover the t-shirt if you're going into non-campaigning spaces!)

Freebees

Sometimes students will hand out sweets to students. This is fine as long as you're not forcing students to vote in return for something (that would be bribery). People will commonly choose goodies like lollies that they can order in bulk and wrap their name on a piece of paper around it with tape to remind people to vote.

Visiting Halls

Candidates often visit university halls to promote their campaigns! You can find a list of Glasgow University Halls for Undergraduates [here](#) and for Postgraduates [here](#).

Social Events

Many candidates will try to reach out to students by attending popular social events! If you are attending an event organised by a specific group, please be in touch with them beforehand to agree

on arrangements. Some candidates may also choose to visit popular student venues and spaces off campus to engage with students.