

“Everybody tells you to become involved in politics but nobody tells you where to start.”

Women in
Public Life



Becoming a candidate for Deputy

Stage Three – planning your campaign materials

You're a fantastic candidate for Deputy but what materials do you need to put together to make sure the Guernsey electorate knows that? Every candidate will have a different approach – that's part of the art of campaigning - but here's some guidance to help you choose what's right for you.

1. Decide on your budget

Your first decision is how much do you want to spend.

The States will be sending an election booklet to every household. Each candidate is entitled to a standard-format two page manifesto within that booklet. That's free, as is inclusion on the Election2020 website with a short video and a link to your full manifesto.

You could stop there but if you want to create additional campaigning materials, you are allowed to spend up to £6000 in total. You can claim a grant of £500 from the States but it is entirely up to you how much of your own money you want to invest in addition, as long as you stay within the £6000 limit.

If you are keen to keep costs down, take a look at section 4: “The DIY approach”.

You can allocate up to 50% of your spending limit to a party or association, if you choose to belong to one. The party spending limit is £9000.

2. Talk to a designer

Your designer is a vital part of the process, so choose wisely. You may know someone already, a friend or colleague might recommend someone or you can search the internet. There's a list of potential suppliers on the Resources page on the womeninpubliclife.gg website.

Marketing agencies and many independent designers are 'one-stop shops'. You can talk to them about every aspect of your campaign – website, printed materials, social media – though they usually have more experience in some areas than others. If there's something they don't do themselves, e.g. photography or social media, they will usually have links to other suppliers they trust.

Ask to see similar work they have done. A designer may not have done a political campaign before but the principles are similar to the launch of a small business.

Alternatively, you could use different suppliers for different parts of your campaign. But you need to decide who is going to 'lead' – the fonts, colours and approach you use for your website should match everything else to give consistency and a recognisable 'brand'.

3. Decide on your campaign strategy

Using absolutely every form of marketing is exhausting and very expensive. You need to make smart choices that suit you. The type of campaign you want to run will dictate the kind of materials you need.

For example, if you decide to focus your resources on posting your manifesto, you will only get the cheapest rate from Guernsey Post (11.5p per item) if it fits in an A5 envelope and weighs less than 50g. If you aren't going to use the post but will be hand-delivering your manifesto door-to-door then it could be bigger and the front cover could double as a window poster.

4. The DIY approach

You really don't have to spend a fortune. Several candidates have topped the polls with a limited set of quite straightforward materials.

If you are confident with a computer, or you have a friend or family member who is, there are some great websites that help you design your own:

Build your own website

Squarespace.com – the modular approach restricts your options but also makes things very simple. Here's an example: www.victoria-oliver.com.

Wordpress.com – online tool to build and host your own website. Example: www.jennifermerrett.wordpress.com.

Design your own printed materials

Canva.com – free online app with lots of templates you can adapt. For designing printed materials or images for social media posts.

Getting your artwork printed

You can either send a pdf of your artwork to a local printer or use an online printing service like Solopress.com or Vistaprint.com. Online printers also have templates you can use to 'design your own'.

If you are concerned your DIY design isn't quite up to scratch, you could always pay a designer just to add the final professional touches.

5. List of campaign materials

The following is a checklist of the possible materials you might want to develop to support your campaign. **You definitely don't have to do all of them!** Pick and choose according to your campaign strategy and your budget.

Printed materials

- Full printed manifesto – for distribution when canvassing or by post
- ‘Quick glance’ manifesto card – just the headlines and a link to your website
- Calling card – to leave in letter boxes if people aren’t in if you go door knocking.
- Poster – A4 to stick in friends’ windows. Or larger, if you can find sites.
- Business cards
- Stickers for car windows
- T-shirts
- Adverts in the Guernsey Press or other media

Online

- Website
- Facebook page, plus Facebook advertising
- Twitter account
- LinkedIn page
- Instagram

Content for social media posts (look out for a future infosheet on social media):

- Photos, infographics, quotes.
- Videos – shot yourself or professionally filmed.

Other

- Word version of your manifesto for inclusion in the States ‘Election2020’ booklet.
- Short 350-word manifesto in Word format - for the Guernsey Press election supplement (assuming they do the same as previous elections).
- You will also be asked by the media, campaigning groups and members of the public for your views on a particular set of issues.

6. Hints and tips

How to get the best from your designer

- Talk to designers early on to get an idea of costs and timings.
- Ask how much changes will cost – those little tweaks can mount up.
- Show them examples of manifestos, websites that you like to give an idea of your style.
- Get booked in – designers will get busy as the election approaches.
- Try to write as much as possible of the text before the designer starts work.
- When you are drafting your text, one page of A4 in 12 point, with 17 point spacing, will be the equivalent of two pages of the final printed manifesto.

Invoices

- Keep your invoices and receipts safe. You will need to submit them to the States after the election to prove that you kept within your spending limit. You will also need them to be able to claim back your £500 grant – the grant is NOT given to you upfront, you have to incur the expenditure first.

Things to think about

- How accessible are you? Tiny fonts or text written over photos are hard for older people and people with visual impairments to read, either in print or online. For tips on how to make all of your campaign materials accessible to everyone, go to: www.access.gg/information.
- How eco are you? If you are campaigning on green issues, is your manifesto on recycled paper? Do you need one at all?
- How loyal are you? Online suppliers may be cheaper but your electorate may expect you to buy local.
- Temporary election posters are exempt from planning regulations unless attached to or within the curtilage of a listed building. You do need permission from the landowner though, even if it is States land.

7. Examples

Manifestos

To find examples of manifestos, go to gov.gg/yourdeputies. On each Deputy's individual page there is a link to their manifesto.

Websites

Some Deputies have taken their 2016 websites down or never had one in the first place. But here is a selection of those that are still online:

mattfallaize.com

dudleyowen.gg

dawntindall.gg

gavinstpier.gg

letocq.gg

heidisoulsby.com

marylowe.gg

emilieyerby.com

victoria-oliver.com

neilinder.gg

chrisgreen.gg

johngollop.com

lindsay.gg

jennifermerrett.wordpress.com

This Infosheet has been researched and produced by Women in Public Life volunteers. If you spot an error or would like to suggest an addition, please email hello@womeninpubliclife.gg.

www.womeninpubliclife.gg

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