

# HANDBOOK FOR WOMEN CANDIDATES



**A Toolkit for Election Campaigning and Public Speaking**

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A TOOLKIT FOR ELECTION CAMPAIGNING  
AND PUBLIC SPEAKING

DEVELOPED FOR THE SUDANESE ELECTIONS IN APRIL 2010

## FOREWORD

I am delighted to present this handbook for women candidates to you. It is part of UNDP's efforts to support elections and democratic processes in Sudan.

In January 2005, long years of conflict between the North and the South of Sudan came to an end with the signing of the Comprehensive Peace Agreement (CPA). Among key milestone events mandated by the CPA, general elections are due to be held this April 2010. Transparent, credible, and peaceful elections present a historic opportunity for Sudan to consolidate and sustain peace, gain international recognition and allow more participation of the population in decision making.

Sudan's National Elections Act of 2008 provides a 25% quota for women's representation in the legislative assemblies. Apart from this minimum quota, women can also be elected for the geographical constituencies and for executive positions.

Even though a large number of women are active in political parties and civil society in Sudan, few women are found in political leadership positions. To assist women in developing the skills necessary to succeed in the political arena, UNDP continues to build the capacities of women in political parties.

This handbook is the result of seven meetings with the Sudanese Women in Political Parties Forum and with other women candidates. The questions, needs and concerns of these women are specifically addressed. Lessons learned from the experiences of women in other countries are included.

A pilot workshop with the Women in Political Parties Forum in February 2010 on the content of this handbook demonstrated that it is useful and appreciated by many candidates.

I hope that this handbook will serve the needs of women candidates in Sudan and enable them to participate better in the election campaigns and Legislative Assemblies.

This publication was only possible because of the generous contributions of the European Union, DFID, Netherlands, Japan, Denmark, Sida, Norway, Italy, France and Spain. Their efforts are highly appreciated.



Claudio Caldarone  
Country Director  
UNDP Sudan

## PREFACE

Congratulations! You have been selected as a candidate for your party for the upcoming elections in Sudan. This step is already a major achievement.

Many challenges now lie ahead of you. Soon the polling will start and your main objective is to convince as many voters as possible to vote for you and your party. But you only have limited resources – both time and money is scarce.

This is a handbook for planning a campaign. Its tools will enable you to identify the campaign activities that suit your personality and capacities the best, and to use your limited resources effectively.

Choose what ever is suitable for you.

You could choose to read only certain details or concentrate on one of the modules. If you are the campaign manager for a big party, you might want to use all of it. If you are running as one of the last candidates on the list of a very small party, you might only use one or two pieces of advice provided.

The handbook is written to address an individual candidate. But the same advice can be applied for whole parties or lists of candidates. Even as an individual list candidate, you have to professionally prepare your own contribution to your party's election campaign.

Some of these preparatory steps may seem simple or self-evident to you. This is even better! In this case, the following steps can be done quickly. You may only need one or two hours to complete them.

At the end of the handbook, detailed notes for trainers are provided on how to use this handbook in a workshop.

## CONTENT

### Module 1 – Election Campaigning

<b>1 Introduction</b> .....	6
1.1 How-to become Member of Parliament in the Sudan elections.....	6
1.2 Who has which role in an election campaign?.....	7
1.3 Why plan an election campaign?.....	8
<b>2 The tools</b> .....	10
2.1 Preparation.....	10
2.1.1 Who will support me? (Campaign Team) .....	10
2.1.2 Why should people vote for me? (Main message).....	10
2.1.3 Who is likely to vote for me? (Target groups).....	12
2.1.4 How much money do I have for my campaign? (Fundraising).....	12
2.1.5 What could I do to gain votes? (Possible activities).....	13
2.2 Decision Making.....	15
2.2.1 Which campaign activities match me? (Set priorities).....	15
2.2.2 What can I afford? (Allocate Budget).....	16
2.2.3 This is how I will convince my voters! (Finalize Campaign Plan)....	17
2.3 Implementation of the Campaign.....	18
2.3.1 How can I implement my plan? (Time management tools).....	18
2.3.2 How do I recruit, motivate and manage volunteer supporters?.....	19
2.3.3 How can I deal professionally with the media?.....	20
<b>3 Learning from other experiences</b> .....	22
3.1 Interview with Sabrina Saghib (Member of the Afghan Parliament).....	22
3.2. How can candidates address key development issues and factors of conflict in their constituency, state and country?.....	25

### Module 2 – Public Speaking

<b>1 Preparing a Speech</b> .....	27
1.1 Collect relevant information.....	27
1.2 Develop ideas.....	27
1.3 Structure the speech.....	28
1.4 Write the speech.....	29
<b>2 Confident and convincing performance</b> .....	30

## Annexes

- Annex 1 Notes for trainers
- Annex 2 National Election Law (Chap. 8)
- Annex 3 References

MODULE 1

ELECTION CAMPAIGNING



# 1 INTRODUCTION

Much of the advice provided in this module can be useful in everyday political life. As a politician you frequently have to conduct campaigns to advocate for certain issues you care about (e.g. health, education).

An election campaign is one of the most challenging times in a politician's life and across the world many techniques and tools have been developed to help politicians with planning, managing and implementing election campaigns. The aim of this module is to enable you to use these tools for your election campaign in Sudan.

## 1.1 How-to become Member of Parliament in the Sudan elections

In April 2010 there will be legislative elections in Sudan to elect the members of the National Assembly, of the South Sudan Assembly and of the 25 state assemblies. Each one of those assemblies will be formed by members who are elected in three different ways:

Representatives of the geographical constituencies, women representatives and representatives of the political parties

There will be three different ways of being elected to the National Parliament:

1. For your geographical constituency (60% of the seats);
2. Through one of the party women lists (25% of the seats);
3. Through one of the political party lists (15% of the seats).



Most of the women candidates are nominated for a women list or political party list. For them, the set-up of the election campaign differs from those candidates who are running for a geographic constituency.

### 1. Electoral system to elect the geographical Constituency representatives (Majority Voting System)

In a geographical constituency, only one candidate will be able to win the seat in parliament: the candidate who obtains the majority of the votes. This majority voting system is also described as "winner-takes-all." A candidate will only be elected if people believe in his/her personal capabilities.

Therefore the candidate really needs to make an effort to develop his or her own election campaign activities and coordinate them closely with the election campaign activities of the party state- and nation wide. Of course, independent candidates will depend only on their own campaign capacities.

**2. Electoral system to elect the Women and Political Parties’ representatives (Proportional Representation based on state lists)**

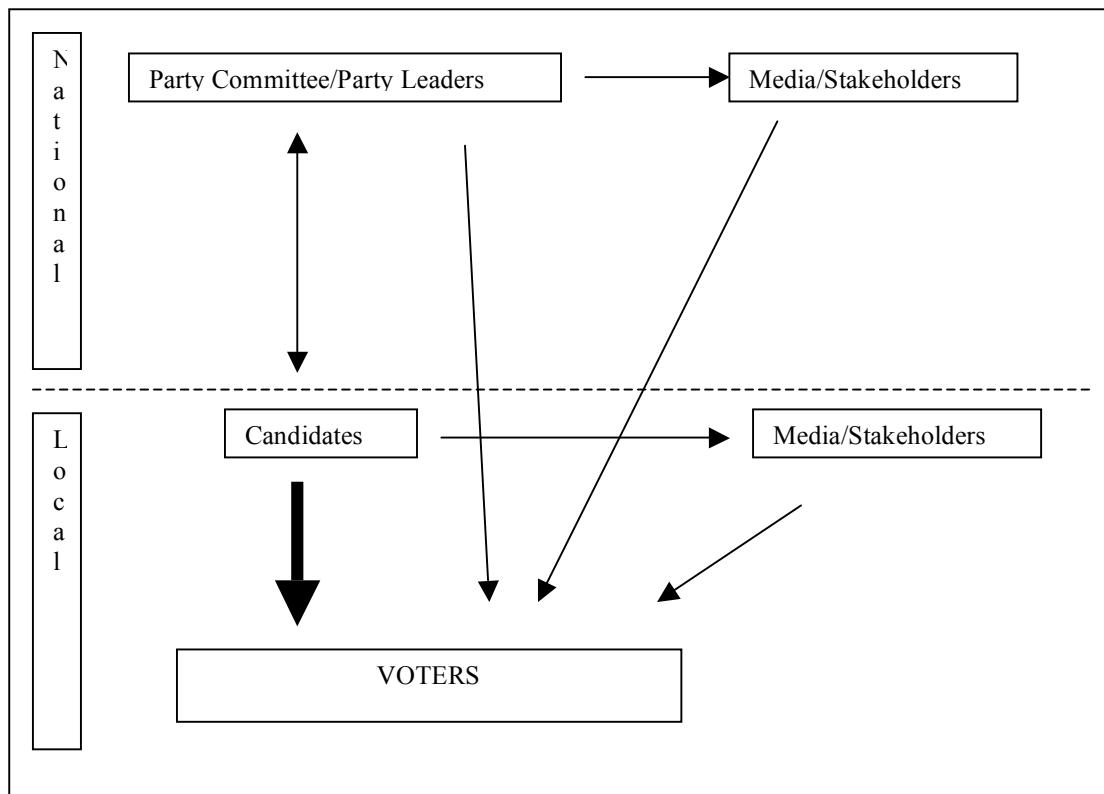
The percentage of votes a specific list receives, determines the number of seats, which will be designated for this list in parliament. Candidates running on a political party list or women’s list will be elected to the National Assembly, if this list gets enough votes in her state. Only parties that receive more than 4% of the votes, will be included in the parliament. *“The seats designated to the Party lists and Women lists shall be won by the candidates of those lists in the order their names appear in the list concerned from top to bottom.”* (Election Act; Art. 33-7)

**1.2 Who has which role in the election campaign?**

The party will evidently play a bigger role in the election campaign for the party and women list candidates than for the constituency candidates. If you are part of the women or the party lists, you have to coordinate with your party’s election committee.

If and how your party’s offices and leadership will organize an election campaign and support the candidates will depend on your party’s organisational strength. Do not expect too much. Ideally, your party’s office and leadership would raise funds, print material and liaise with stakeholder and media at national and state level.

The individual candidates (included in a list or running for a geographical constituency) should then implement activities on a local level. You are the one who is able to reach the grass roots level and to talk directly with the voters.





Ideally, coordination meetings would take place during which the party informs the candidates about its plans for the campaign and integrates the ideas and needs of the candidates into the party's campaign plans.

But the reality might be far away from this ideal – especially if your party is small and new. Don't waste your time with complaining about how little your party is able to do for you. Start working on your own election strategy. As a candidate for the elections you are an important leader within your party.

Especially as candidates on one of the parties' **women lists** you should coordinate yourselves. If you do not coordinate, you will risk that some parts of your state are not covered during the election campaign. Also, it is smart to combine efforts. After all, voters will always have to vote for the list which includes all of you.

Meet with your colleagues on the list and decide on the following:

- ⇒ Who will focus on which geographic area in the state
  - ⇒ Who will focus on which specific group of potential voters (e.g. students, housewives)
  - ⇒ If you will produce common campaign material (e.g. a leaflet/ group poster)
  - ⇒ If you have selected prominent candidates on the first spots of your list, you may consider focussing on promoting them during the campaign instead of trying to raise the name recognition of candidates who are not known to the Sudanese public.
- ⇒ Even as a candidate on a party list, it is your duty to develop your own election campaigning activities.
  - ⇒ People don't vote for anonymous parties. People will vote for a list, if they know who is behind it.

### 1.3 Why plan an election campaign?

Elections campaigns are a big challenge, especially for those people who run for the first time, like most of the candidates here in Sudan. During previous workshops the following challenges were identified, which the candidates could face during the election campaign here in Sudan:

- Violence
- Fraud
- Work & housework & election campaign at the same time
- Other candidates might have much more resources
- High expenses (women being poorer than men)
- Counter campaigns
- Media messages
- Women don't know about elections, because they are very complex
- Male dominated society

Similar concerns may have crossed your mind when thinking about the election campaign. We are not going to be able to solve big issues like violence and fraud in a workshop. But the following ideas can help you to bypass these obstacles.

The planning tools presented in this handbook will help you to identify the opportunities open for you – outside of the box.

- Going through this planning process systematically will help you discover untapped resources and develop new ideas.
- Don't spend your energy running against the same wall twice.
- You don't help anyone, if you just complain about the big challenges.
- Be smart and creative. Develop new ideas.
- Identify opportunities.

Many of the potential candidates for the elections think, that they don't have the time to plan a campaign, or that they don't need it, because they are only list candidates.

They should listen to the following story:

Your neighbour is chopping down a tree. She is working very hard and suffers a lot, because her axe is not sharp enough.



You invite her to sharpen her axe with your tools, so that it would be much easier to chop the tree.

But she says: "No, I don't have the time for that!"



And she continues to suffer.



If you don't take a small amount of time to plan your campaign, you are like the neighbour in this story. Planning a campaign is like sharpening your axe!

## 2 THE TOOLS

### 2.1 – Preparation

The purpose of this step is to gather all the information needed to design a successful campaign. This way, you can make sure you don't forget useful resources available to you.

Write everything in a "campaign plan" and make this document available to your closest supporters. This will ensure that everybody is included in the process and much more motivated to support you.

#### 2.1.1 Who will support me? (Campaign Team)

- Assemble a team of close supporters (relatives, friends, neighbours, party supporters...).
- This team will provide you with advice, expertise, feedback and support.
- Meet regularly with your team (e.g. once a week). Let them participate in your decision-making and keep them informed at all steps of the campaign.
- Meet with your campaign team for a planning session for one day or at least one evening. Use the tools provided in this handbook for this session.

Depending on the size of your campaign and of your team, you could delegate the following responsibilities:

- ⇒ **Campaign Manager:** The most important person in your campaign team, who keeps all the small organizational tasks off your back. This way you can focus better on putting your message out there. Maybe a friend or relative will volunteer to do this job without financial reimbursement.
- ⇒ **Scheduling:** Somebody reliable to keep your agenda and (re-)arrange your appointments
- ⇒ **Finance:** Responsible for fundraising, budget allocation and payments
- ⇒ **Press relations:** Keeping in touch with journalists, writing press releases and keeping you informed about the news
- ⇒ **Volunteer coordinator:** Recruits, motivates and manages volunteer supporters
- ⇒ **"Phone carrier":** During campaign time you as a candidate want to use every possibility you can get to talk to voters. It will be a problem, if you are permanently talking on the phone instead of talking directly to voters. Ask somebody reliable to accompany you to important events and occasions where you can meet voters. Give you mobile phone to this person and ask her/him to take messages for you. This way you are available for your voters and do not appear to be arrogant by talking on the phone all the time.

#### 2.1.2 Why should people vote for me/us? (Main message)

This is the key question in any election campaign. If you cannot explain why people should vote for you, you should not be a candidate.

You must have an agenda! Ideally, your party has already developed a distinct programme about what you want to do after the elections. This party programme can be distributed to journalists and potential voters, who really care about you and your ideas.

But more often than not, potential voters don't care about you. There are more than 40 other parties out there. Often, they don't want to read lengthy programs or engage in long conversations. You need to have a short main message.

This way, you can make sure, that your supporters spread the right word about you and don't just say: "*She's a nice women and cooks very well.*"

Also, you as a candidate must create your own image. Do not let your opponent create your image. If people can not describe who you are early in your campaign, your opponent may quickly present a negative image of you.

Ideally, your main message consists of a one sentence-slogan:

Vote for Sabrina – she will enforce women's rights in Afghanistan!

Anna will bring fresh air to the German Parliament.  
She cares for good education like every young woman.  
Vote for her – vote for the Green Party with the sunflower symbol!

Your main message could consist of the following:

- Your major achievement so far
- Your strengths
- Any attribute that differentiates you from other candidates
- Your main political goal
- A goal consistent with your party's program
- Remember to include your or your party's symbol for the election ballot

It is better to be brief, so don't include all of the above.

A main message is useful for:

- Short conversations with potential voters (e.g. at social functions or on the market)
- Planning other activities (you can always ask: does this activity really convey my main message?)
- Formulation of Slogans, posters
- Sending SMS to everyone

Examples of slogans:

- Barack Obama: "*Yes We Can!*"
- Martin Luther King: "*I have a dream.*"
- Roosevelt: "*I propose a New Deal.*"
- Bill Clinton: "*In Your Heart You Know I am Right.*"

- ⇒ Your message must be positive, optimistic and stated in simple terms. You cannot win on negativity alone.
- ⇒ It must be easy to remember.
- ⇒ Your message must be positive, optimistic and states in simple terms.

### 2.1.3 Who is likely to vote for me/us? (Target groups)

1) Which are the groups in society most likely to vote for you? Evidently:

- Your relatives
- Your colleagues
- Your friends
- Your neighbours

These are your close supporters. Make sure that each of them mobilizes at least 10 other voters, and supports your other campaign activities.

2) Look at the number of registered voters in your state.

How many of them do you/ does your party/women list need to convince so that you can be a member of parliament?

You don't have to calculate the exact figure. Just be aware that even if each of your supporters convinces 10 other people, this is a good start but not enough.

3) In addition to your "support group" you will need to mobilize many more voters in order to be elected. Maybe people:

- Of the same age group
- With the same professional background
- Who share the same religious affiliation?
- Who like your political ideas?
- Who went to the same university?

- ⇒ During your campaign focus on those people, who are most likely to support you!
- ⇒ Don't waste your limited time and money on people who are far away from your political ideas!
- ⇒ If you are a candidate on the women's list, remember that men are allowed to vote for this list as well!

### 2.1.4 How much money do I have for my campaign? (Fundraising)

Campaigns can be expensive. Posters, advertisements, social functions – all these activities cost money.

- ⇒ It is useful to write a budget with a detailed list of needs and revenues. This gives you an overview of your resources and you will need to account for your money raised and spend later.

There are five main sources for funding a campaign:

1. You and your family should be ready to finance a big part of your campaign personally. After all, it is you who is asking to be elected.
2. Your party's funds.
3. Ask other supporters to make donations (e.g. business people, colleagues, party supporters). They will be much more likely to give money if they know exactly for what activity, e.g. ask one person to finance your posters and another one to pay for a social function.
4. You could also ask supporters who are not so wealthy, to donate a very small amount of money or to contribute with some food to a social functions.
5. You could also sell small items and use the revenue for your campaign (buttons, flags, food etc.)

- ⇒ Sometimes people are more prepared to help you with resources other than money. For example, if you know that a printer has an affiliation with your party, ask him to donate in kind for you.
- ⇒ Be aware, there are certain laws and rules for financing a campaign! (see Annex 2, Art. 67)
- ⇒ Also, the National Election laws asks for “each candidates or political party” to submit their “final accounts of their electoral campaigns’ incomes and expenditures” to the National Elections Commission after the elections. Check with your party how your campaign budget should be included in this account (see Annex 2, Art. 67)

### 2.1.5 What could I do to gain supporters and votes? (Possible activities)

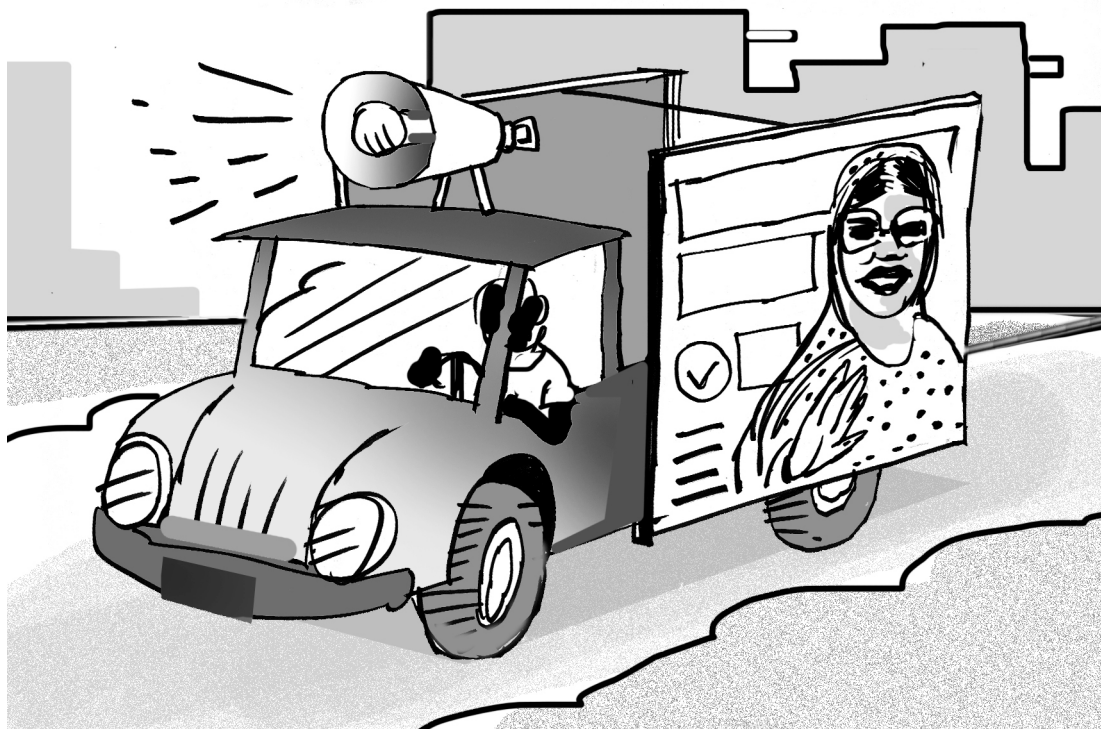
Ask you family members, your friends and supporters within the party for ideas for your campaign:

- How best do they think you can reach voters?
- How can they help you?
- What ideas do they have for your campaign?

Collect these ideas in a list and don't leave “silly” ideas out. Sometimes, the silliest ideas later prove to be the best. Especially if you don't have much money for your campaign, you have to be creative.

Some ideas for campaign activities:

- **Mouth-to-mouth propaganda:** This might be one of your most important tools, because it is free and you can reach many people. If you were able to convince somebody to vote for you, ask this person to convince at least 10 of his/her acquaintances and to send at least 10 SMS in support of you to his/her friends/relatives.
- **Phone calls:** Call possible voters personally and let you supporters call people. These voters will really be impressed and talk a lot about this important call they received.
- **Launch event:** This should mark the start of each campaign. Invite the media, supporters etc. and introduce yourself and the campaign you have planned.
- **Social Functions:** Make sure you appear at as many social gatherings as possible before elections. Ask your supporters to take you to their families. You may also want to organize a social function yourself and invite potential voters to come.
- **Political Nights:** Organize lectures about your main issues and invite potential voters as well as the media.
- **Street action:** Organize manifestations; be present at markets and in crowded streets.
- **Prominent supporters:** Find people with a good reputation and influence in your community to recommend you to voters.
- **Internet:** If you are a young, urban candidate you might consider having a webpage to inform voters about your personality and programme. Also, use facebook, twitter and other social networks.
- **Community Development Work:** Cleaning the neighbourhood, reading to children, teaching literacy classes, neighbourhood safety.
- .....



**Radio-microphone cars:** Can be a useful tool to reach non-literate voters.

Campaign material:

- **Posters:** If you want to print posters to advocate for votes for you, make sure they are not too full and can be read when passing by quickly
- **Leaflets:** It is useful to print a DIN A4 or DIN A5 leaflet with the main information about you and why people should vote for you. This is cheap and each of your supporters can take a pack and distribute it.
- **Programme:** For very interested voters you may want to have a copy of the party programme ready.
- **Give-Always:** Are small, cheap items which carry your or the party's symbol and ideally also your message; e.g. since the symbol of the green party is the sunflower, we sometimes distribute some of these in during campaigns; Useful for non-literate voters.
- **T-Shirts:** Any printed textile might be helpful to identify you and your supporters in the streets.
- ....

During your campaign activities educate people about how to vote, because these are the first elections in a long time in Sudan and the election law is very complicated.

- ⇒ Follow the KISS- Rule: **Keep It Simple and Stupid**. The people, who are reading your material or listening to you, might not know anything about you or the elections.
- ⇒ Integrate and repeat your main message during all campaign activities. This is what you want people to remember and talk about.
- ⇒ Include the symbol of your party or your individual candidacy on all of your Public Relations-Material (posters, leaflets etc...). Otherwise people will not know what to do on election day.

## 2.2 Decision Making

The aim of this part is to identify which of the activities listed in part 1 should be implemented. This way you can make a plan on how to reach as many voters as possible with the limited resources that you have.

### 2.2.1 Which campaign activities match me? (Set Priorities)

Look at your list of activities. For each activity try to answer the following questions:

- Does the activity convey my message?
- Does it reach my target group?
- How much will it approximately cost? Compared to the funds I might be able to raise, is this a big or a small expense?
- Add any additional information that might influence your decision-making, like relative's resources you might be able to use.

Write down all the information you gathered. This way you can really make an informed choice. You could simply write a short paragraph about each activity or assemble a list, like the following example:

Campaign activity	Does it convey my message?	Does it reach my target group?	Costs?	Additional information
Leaflet	Yes	Only, if distributed to the right people; Does not reach the non-literate	Approx. 100 SDG (per 500 copies); affordable	Cousin could design them nicely
Advertisement in Radio	Yes	Reaches the non-literate; but also many people who are not able to vote in my constituency	Approx. 2000 SDG; expensive	
Rent an expensive car for the duration of the campaign	No, because I will look snobbish	Poor voters might be repelled by this	Expensive	
....				

Maybe you have collected too many activities for you to possibly perform during campaign time, or you don't have enough money for all of this. Then you want to use one of the following decision making tools. This will help you to identify the campaign opportunities open for you and not to spend your limited time running against walls

#### 1) Peer-Method:

- You meet with your campaign- team and everybody gets a certain amount of voting points (approx. 1/3 of the number of activities on the list)



- Everybody gives the activity they like best 1 point
- Then rank the activities according to the amount of points they have received. During the campaign you focus on the activities with a high number of points.

OR

2) Express-Method:

- For each activity distribute a priority category (A= highest priority; B= high priority; C= medium priority; cross out everything below C)
- Then sort the activities according to the priority category they have received. During the campaign you focus on the activities with a high priority.

### 2.2.2 Allocate Budget

Now you have made up your mind on what you would like to do. You now have to figure out, if you really have the money to do it. Use the list you have produced during the last step and allocate the funds available to you from the top to the bottom. This way you make sure, that there is enough money for all activities you have ranked “top priority.”

A detailed budget plan is essential. You might not like this, because it sounds too complicated and unnecessary. But: if you don't set up a proper budget, you might end up in the last two weeks of the campaign with no money left. And normally, the last weeks before the elections is the time, where a lot of people make their final decision for whom to vote.

Also, the National Election laws asks for “each candidates or political party” to submit their “final accounts of their electoral campaigns’ incomes and expenditures” to the National Elections Commission after the elections. Check with your party how your campaign budget can be included in this account (see Annex 2; Art. 67)  
Maybe you can get somebody from your campaign team to handle your finances.

A budget should look like this:

Income

Item	Total	Date due	Remarks
Our own Money	2000 SDG	20.Feb	
Aisha's donation	100 SDG	1.March	For Radio Ad
<b>TOTAL</b>	<b>2100 SDG</b>		

Expenditures

Item	Quantity	Unit prize	Total	Date due	Remarks
Leaflets	5000 Pieces	0,2 SDG	1000 SDG	20.Feb	
Radio Advertisement	1	1000 SDG	100 SDG	1.March	Aisha will sponsor
<b>TOTAL</b>			<b>1100 SDG</b>		

### Calculation

Income	2100 SDG
Expenditures	-1100 SDG
<b>Balance:</b>	<b>+1000 SDG</b>

This means, that you have 1000 SDG left to spend on more campaign activities! By writing a budget and updating it, you always know how much more money there is to spend.

### 2.2.3 This is how I will convince my voters! (Finalize Campaign plan)

Once you have decided what to do, and how to finance it, it can be useful to assemble a campaign plan. This way you don't forget any important preparatory steps.

Example:

Campaign activity	When?	Where?	Who?	Preparation needed
Leaflet	From 15.2. onwards	Many locations	Candidate takes them wherever she goes; Supporters distribute to target group	1. Text (Candidate) 2. Design (Cousin) 3. Printing (Uncle)
Advertisement in Radio	Last week of March	Radio Mango	Candidate	1. Text (Candidate) 2. Recording (Candidate & Brother)

If you don't like to work with lists, write small paragraphs about every activity. The important part of it is that you think about how much preparation is needed for each activity and who could do it.

Once you have assembled your campaign plan, check if you will really have the time to do this. Will you really be able to organize 6 big social events? Should you maybe focus on 3 and do them right?

Nothing is more frustrating, than starting to prepare big activities then none of them actually takes place, because there was not enough time to finalize the preparations.

Also, voters generally decide shortly before the elections, if they want to vote at all and for whom. You do not want to lose your breath one meter before the finish line. It is, therefore, important to include a timeline in your campaign plan. This way you can match the different campaign events with the electoral calendar. Some messages or type of activities are more useful close to the elections day, for example sending text messages with your mobile phones.

During the campaign, the framework you planned with under step 1 might change. Maybe you receive an additional donation, which enables you to implement more campaign activities. In this case, adjust your campaign plan and budget.

Make sure you always inform your close supporters of important changes and developments. It might be useful to meet with your team every week.

## 2.3 Implementation of the Campaign

### 2.3.1 How can I get everything I planned done? (Time management tools)

Many candidates feel a lot of pressure and stress during campaign time. There are so many plans, activities, meetings, calls and conversations at the same time!

And always questions and doubts:

- Did I forget anything?
- When am I supposed to do all this?
- Do I fulfil the high expectations people placed in me?

A candidate, who does not appear to be competent and in control of things, is not likely to convince many voters of his/her personal qualities; therefore it is crucial that you stay calm and keep an overview.

The most important step on the way to being a professional candidate is the planning procedure as described above. Now try to stick to your plan. The following tools can help you with this:

#### 1) Use an agenda!

- Write down every appointment you arrange in a small notebook, which you carry with you at all times. Include precise time and venue and a mobile number of a contact person.
- If you have a volunteer supporter, who is available full-time or if you have enough money to pay for a large team, you might consider delegating the job of arranging appointments and keeping track of them.
- Every morning, look at the list of appointments you already have for the day. Will it really be feasible to keep them? Bear in mind all the other tasks you might have to fulfil, like writing a text or taking care of your family. If you don't think you're able to keep all appointments, cancel the least important one. This way you make sure that you will be able to show at the important events at the end of the day. It reduces the stress-level, if you know you can fulfil your agenda and are not overbooked.

#### 2) Write a to-do list!

During campaign time you want to use your brain to convince voters, instead of memorizing every task you have to fulfil. Therefore, write a to-do list either in your agenda or on a post-it note. This way you can keep your mind fresh and open for discussions with potential voters. Also, you can use waiting time more efficiently, because every time you have time to spare, you also know what you should still do.

A to-do list is like a shopping list. There are many possible formats for to-do lists. One possibility is the following:

- Urgent and important tasks are written in the upper right corner and marked with a "!"
- Tasks, which are not vital, are written at the bottom and marked with a "↓"
- Everything else is written in the middle, sometimes sorted according to the days of the week on which the task has to be completed.

TO DO- LIST	
! Pick up leaflet printer	from
	! Call journalist
	! Birthday present for daughter
Mo: Prepare Social Event	
Tue: Call Party leader	
Write text for Press release	
Record Radio-spot	

- Every morning, look at the to-do list for the day and compare it with your appointments. Will it really be feasible to fulfil all of them? If it is not possible either try to delegate some of them, to postpone them or cancel the activity. , it reduces the stress-level, if you know you can fulfil your tasks and you are not overbooked.

Whenever a task is completed, cross it out. At the end of the day, you can see what you have accomplished during the day. What a good feeling!

In addition to this, you can also set a reminder on your mobile phone, if you have to do something at a specific time (e.g. pick something up or do something before leaving the house in the morning)

### **3) Delegate!**

You will not be able to win an election all by yourself. It has to be a team effort – in collaboration with your party and your campaign team.

Depending on the resources available to you and your party, you might want to delegate specific tasks to other people – either paid or volunteers. Make sure that the responsibilities are clear and people are reliable.

#### **2.3.2 How do I recruit, motivate and manage volunteer supporters?**

You need the support of volunteers for almost every part of your campaign. It is advisable to include the input of a bigger group of people in the planning process, this way your campaign will be creative and really match your supporter's ideas.

Your family will probably support your campaign a lot. But if you want to be elected, you and your party need to mobilize volunteers outside of your family. Ask yourself: Why would somebody want to volunteer for my campaign? The answer might be:

- Political and policy reasons (Party supporters, supporters of your programme and cause)
- Social reasons (Gives them something interesting and useful to do)
- Opportunity (Jobs after election etc.)

Content and appreciated volunteers are the best recruiting agents for new volunteers and voters:

- Make sure to respond to their specific motivation for volunteering for you.
- Let them do what they want to do and what they are good at! (As long as it fits to your political aims...)
- Ask them for their advice and take them seriously.
- Develop small campaign activities, which every volunteer can do without much money and experience. This way you always have an answer to the question: "How can I support you?" The answer could include:
  - Take 50 leaflets and distribute them to houses in your neighbourhood
  - Introduce me to your family at the next social event.
  - Convince 10 friends and relatives to vote for me.
  - Send a text message to everybody you know.
  - Wear one of my T-Shirts when you go to the market.
  - ...

- ⇒ Without volunteer supporters you would never have a chance of being elected. Never forget this.
- ⇒ Show them your appreciation and respect every day.

### 2.3.3 How can I deal professionally with the media?

Dealing with the media is never easy for a politician – in no country of the world.



Even though media has the obligation to report objectively, and many media institutions have a political bias. After all, journalists are also human beings and have political opinions.

Often voters know if a certain media institution is closer to the government or more for the opposition. As a candidate, focus on those media institutions, which share your political ideas. It is likely, that most of your potential voters will also follow these same media outlets.

If you have something important to say, for example concerning a current political development, you can send a press release or press statement to all media institutions. Additionally you could also call for a press conference.

#### A) Press releases

A press release:

- ⇒ Should be written like a newspaper article. This makes it easy for the journalist to use it and increases your chances of being published.
- ⇒ Should be short (max. 1 page)
- ⇒ Contains your name, party affiliation, contact information

If you realize, that the media ignores your press releases, stop wasting your time on them and focus on other campaign activities, which bring you into direct contact with the voters.

Example:

“Dr. Tina Welk visited the Fantasia Hospital today. The candidate for the National Assembly was shocked by the conditions in the hospital. “The people of Fantasia deserve a much better health service,” the politician of the Fantasy-party stated. According to Dr. Welk, who is a medical doctor by profession, the hospitals lack blood supplies, equipment and qualified doctors. She promised: “If you elect me to parliament, I will fight for more public spending in the health sector.” (...)

#### B) Statement to the Media

A statement to the media is basically like a press release. The only difference is that it is written in direct speech:

Example:

Dr. Aida Mohammed, Candidate for the National elections (Utopia-Party), issues the following statement to the press on her visit today to Fantasia Hospital:  
“I was very pleased by the improved condition of Fantasia hospital. Many qualified doctors serve their patients well. The government’s health care reform is effective. If you elect me to parliament, I will continue to improve health services.” (...)

### C) Press conferences

You can always invite representatives of the media to your activities. You increase the likelihood of them showing up, if you do something unusual, which will produce nice pictures for TV or newspaper. Example: If your meeting is about the peace process, let a white dove fly to underline what you have said with a picture.

Also, you could invite them to a conference specifically for the media. Always arrange these conferences in the morning, so that the journalists have the afternoon to prepare a piece for the evening news or next day's papers. Keep them short (max. 1 hour).

You could invite them for a press conference to announce the start of your campaign. Also, you could introduce all the women candidates of a specific party's list to the media.

### D) Interviews

For all different kinds of interviews, remember the following:

1. **Prepare yourself!** If you know exactly what you want to say, chances are high that you will get your message through in the interview. It might be useful, to do a "mock-interview" before the real interview (e.g. your campaign team asks you the questions the journalist is likely to ask you)
2. **Be careful with your words!** Across the world, many politicians have fallen over a single wrong statement. Keep the interview short to avoid mistakes.
3. **Avoid irony and any statements, which could be misunderstood!**
4. **Use simple language!** Before you start the interview, always remember that you will also talk to non-literate people and people who may have not heard about the elections before. Imagine you are speaking directly to them and not to this knowledgeable journalist sitting in front of you.

### E) TV-Appearances

- Wear something simple, which does not distract the viewer's attention. No stripes, no flashy designs. Otherwise viewers might not listen to what you have to say, but talk about your dress instead.

- Many people become nervous and anxious as soon as a TV-camera is around. Forget about the camera! Focus on the journalist and try to have a natural conversation with this individual.

- Don't look straight in the camera during an interview. In most cases, this will appear artificial. Instead, look at the journalist who is interviewing you. This will also help you to overcome potential nervousness and appear relaxed and natural.

- ⇒ Try to build a personal relationship with journalists.
- ⇒ Collect mobile numbers and email addresses.
- ⇒ Inform them regularly about news from your campaign and invite them to report on your events.
- ⇒ Remember that it is called "NEWspaper" for a reason: Journalists always search for something new and exiting, which might interest their customers.

### 3 LEARNING FROM OTHER EXPERIENCES

#### 3.1 Interview with Sabrina Saghib

Sabrina Saghib was elected to the new Afghan Parliament in 2005. At that time she was 24 years old. She is happy to share her experience with the women in Sudan in this handbook.

##### **How and why did you decide to run for Parliament?**

I was born in a political family. My father spent three years in prison due to his involvement with politics at the time when I was only a few months old. Then we flew to Iran while my father was still suffering behind the bars. Soon after we migrated to Iran, my father was released and he too decided to join us and leave his motherland for more than twenty years.

Having had the opportunity to come back to Afghanistan in 2004, I worked with several aid agencies amongst many other educated and young Afghan women. Participation of women, even if it was not in great numbers, encouraged me to take bigger steps and move forward to serve my nation and also speak up for all those women still imprisoned in their homes – not by the Taliban but due to the everlasting pressure from the male dominant society. I must mention that my mother always supported me and encouraged me to stand up and join the forces to fix our socio-economic problems. I

was hopeful and confident so I decided to run for the parliamentary election in 2005 and I won.



##### **Who supported you during your election campaign?**

I still remember the campaign days. The days were hard and long – unexpected challenges. However my team, specifically my family members, supported me day and night during my campaign. As the days went by, our team got expanded with mostly young Afghan men and women. This really helped us get through the campaign days successfully.

##### **What was your main target group? Who voted for you? Where you elected on a women list or in a constituency?**

Our main target groups were young Afghans, athletes and specifically women. After getting elected and analyzing my votes, we found out that mostly young men and women from Kabul especially university students, government employees and athletes voted for me. And to answer the last part of your question, the Afghan constitution states that 25% of the parliament seats must be reserved (quota system) for women. I competed against 50 plus female candidates from Kabul where only 9 seats were allocated for female MPs in Kabul.

##### **What did you do during your campaign? How did you advertise your candidacy?**

With little financial support – from my family members, we did not have much to work with. But we did manage to use our resources wisely and creatively. We carefully designed my posters in away that my picture could tell the story. The colors in our print material were really bright and some communicated “Hope” to a nation that had just

come out of the dark ages of extremists. Apart from print material, we had endless meeting with community elders, youth groups, athletes, women and other people from all walks of life. This way, we managed to communicate our vision to our people.

**Did you have a lot of money for you campaign?**

As I said earlier, we had very limited family resources to work with. As a family who had just returned to Afghanistan, one couldn't expect much financial stability, we used our resources wisely and it really worked. I think lack of resources is a challenge for any campaign but it should never discourage those people who have a vision and mission to bring positive change in ordinary peoples' lives.

**Why do you think people voted for you?**

I think I was and am really honest in helping my people and giving voice to their needs. It was not any thing close to easy since people hardly listen to female members of society; but we had to talk to them and convince them to look at a brighter side of the picture, which was a new Afghanistan with new faces and positive changes. I think being the youngest candidate from Kabul really helped to attract voters. People then were tired of the older generation who were one or the other way involved in destruction of our country.

**What were the main challenges you faced during the election campaign? How did you tackle them?**

The major challenge for me was being a young female candidate who had just returned to Afghanistan where participation of women in decision-making hardly existed. But my family and friends' support, especially the support from my brothers, really assisted me to tackle this challenge. Besides this, limited resources and lack of relations to large numbers of people were amongst the biggest challenges that I faced. But with the help of my team and the confidence that I had, we moved forward and tackled the problems one by one until we achieved our target.

**From your experience, what advice can you give to women running in the Sudanese elections for their campaign?**

As far as I know, there are many similarities between the Afghan society and Sudanese society. This makes it easy for me to imagine their situation and expect similar challenges for them to face as I did. I suggest that the Sudanese female candidates should first of all have a clear vision for their people and for themselves. They should break the vision down to realistic and achievable objectives. They should make sure to visit people from different age groups, genders and tribes. Understanding your people is the key to working with them. These women should take cultural sensitivities into consideration yet they should always be forward movers and never give up. Change is really difficult but we can only make changes if we do not give up and believe in ourselves. Our change today will pave they way for the ones coming after us. I think this will be a great success for them.



### **3.2. How can candidates address key development issues and factors of conflict in their constituency, state and country?**

As a future Member of Parliament (MP) you are an important leader representing the development and conflict prevention issues of your constituency at the national or state level.

Capable and vibrant parliaments are essential to countries' development processes because they are key institutions in achieving development aims. MPs should represent and understand their communities to be able to represent their interests. This ensures that development is more equitable and effective. Indeed the active participation by parliamentarians in poverty-reduction planning fosters a more comprehensive societal participation in economic development.

In a post-conflict situation, the parliament has the crucial function of peace building and reconstruction. The main challenge in Sudan now is that the CPA that ended decades of war needs to be implemented. The conflict in Darfur also needs to be addressed. In this context, Parliamentary committees have the potential to identify people's concerns, monitor peace dividends, and impact the government's decision-making process. Sharing of wealth to promote equity is one of the main objectives in all peace agreements. The accountability of government to such objectives needs to be monitored by parliament as delays in such commitment may threaten peace agreements or even trigger renewed conflicts.

As a candidate you should voice your ideas and concepts on how you want to address key development issues in your constituency and country. The Millennium Development Goals present a good guideline for this endeavor.

In September 2000, building upon a decade of major United Nations conferences and summits, world leaders came together at United Nations Headquarters in New York to adopt the United Nations Millennium Declaration, committing their nations to a new global partnership to reduce extreme poverty and setting out a series of time-bound targets - with a deadline of 2015 - that have become known as the Millennium Development Goals:

#### 1. Eradicate Extreme Poverty and Hunger

- By 2015, halve the proportion of people living on less than a dollar a day and those who suffer from hunger.

#### 2. Achieve Universal Primary Education

- By 2015, ensure that all boys and girls complete primary school.

#### 3. Promote Gender Equality and Empower Women

- Eliminate gender disparities in primary and secondary education, preferably by 2005, and at all levels by 2015.

#### 4. Reduce Child Mortality

- By 2015, reduce by two thirds the mortality rate among children under five.

## 5. Improve Maternal Health

- By 2015, reduce by three quarters the ratio of women who die during childbirth.

## 6. Combat HIV/AIDS, Malaria, and Other Diseases

- By 2015, halt and begin to reverse the spread of HIV/AIDS and the incidence of malaria and other major diseases.

## 7. Ensure Environmental Sustainability

- Integrate the principles of sustainable development into country policies and programs and reverse the loss of environmental resources.
- By 2015, halve the proportion of people without access to safe drinking water.
- By 2020, achieve significant improvement in the lives of at least 100 million slum dwellers.

## 8. Develop a Global Partnership for Development

- Develop further an open trading and financial system that is rule-based, predictable and non-discriminatory, and includes a commitment to good governance, development and poverty reduction – nationally and internationally.
- Address the special needs of the least developed countries, including tariff- and quota-free access for their exports, enhanced debt relief, and more generous official development assistance for countries committed to poverty reduction.
- Address the special needs of landlocked and small island developing states.
- Deal comprehensively with developing countries' debt problems.
- Develop decent and productive work for youth.
- In cooperation with pharmaceutical companies, provide access to affordable essential drugs in developing countries.
- In cooperation with the private sector, make available the benefits of new technologies – especially information and communications technologies.

### Usefull weblinks:

<http://www.un.org/millenniumgoals/>  
<http://www.undp.org/mdg/basics.shtml>  
<http://www.mdgmonitor.org/>

MODULE 2

PUBLIC SPEAKING



“All the great speakers were bad speakers at first.”  
Ralph Waldo Emerson, 1860

Excellent speech skills are essential for every politician. Speech is your most important tool to convince voters, colleagues and journalists.

Often, people are afraid of speaking in public, if they are not used to it. They are afraid of being embarrassed. It takes time and practice to become a good public speaker.

Most of the advice provided in the next pages is applicable for speeches in front of big audiences as well as for statements in smaller groups of people (e.g. party meeting or political night).

## 1 PREPARING A SPEECH

The most important part of the speech happens before the speech takes place.

- You have to be sure of what you want to say and be convinced that your audience HAS to listen to this information.
- When you prepare a speech properly, you gain confidence, because you are not afraid of not knowing what to say next.
- If you are certain about what you want to say, the chances increase that your audience understands your point as well.

### 1.1 Collect relevant information

Before you start to write a speech, find answers to the following questions:

- **Why** do I want to deliver this speech? What is my goal?
- **Who** is my audience? What is their educational level? What are their concerns? Are they likely to be a friendly or a difficult audience?
- **Where** does the event take place? Will there be microphones or speaker's desk? How many people will be there?
- **What** do I want to say? What is my main message? What should people remember about my speech after leaving the event?

It is crucial to develop a main message at the beginning of a speech writing process, because you can structure your speech around this one sentence. Also, if you ever get stuck during the speech, you can always just repeat your main message. Your main message ideally consists of one sentence. (e.g. “I will improve education in Sudan”)

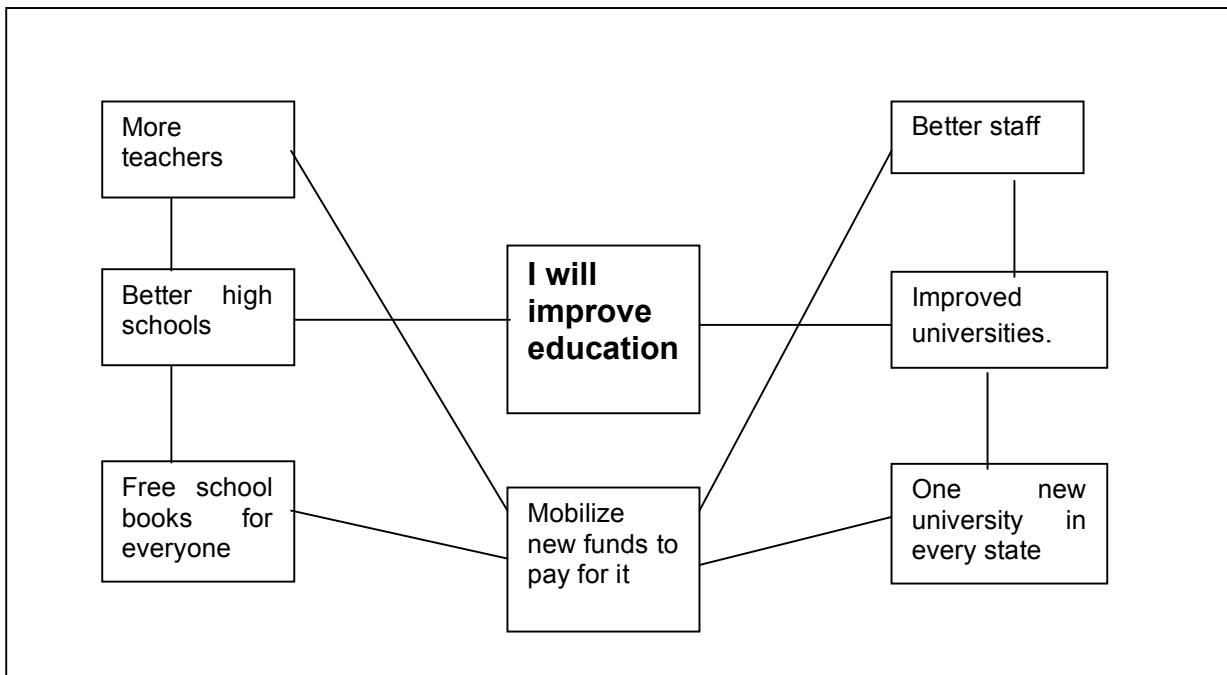
### 1.2 Develop ideas

First collect ideas on what to say. Then structure them and phrase them. In this order you work faster and better, because you won't get stuck with a difficult formulation problem and you make sure that you don't forget any great idea.

You could also ask some members of the campaign team to help you with their ideas in this process. Write down every issue, example etc. which comes to your mind – not in complete sentences but in catchwords. The following methods can be used to help you to collect the best ideas:

- **Brainstorming:** Write all ideas in no order on a big sheet of paper (flip chart) or on a normal DIN A4-paper.
- **Post-it- Technique:** Write each idea on a separate post-it note. Use one post-it note for each idea. This technique can help to integrate the more silent group members. Also, you can easier sort the ideas later to structure the speech.
- **Mind-Mapping:** Assemble your ideas on a sheet of paper to show links between the issues and connections. This technique helps you to structure ideas later, but you might forget useful ideas when you focus on linkages. In the middle of the map you should write the main message of your speech.

Example for a small mind map:



### 1.3 Structure the speech

Once you have collected ideas for the speech, structure them and omit the unnecessary arguments. The following guideline could be used:

#### A) Opening:

- Start with an “ear-opener” - a personal story or a joke linking you to the audience (e.g. if you deliver a speech at your former university you could tell something about your student life; if you talk to a soccer team, tell a joke involving soccer players...). This will help you to get their attention and sympathies.
- Then, introduce people to your subject (e.g. “today I want to talk to you about how I want to improve education in Sudan.”)

#### B) Body or main part:

Pick three main arguments or issues to support the message of your speech. More than three will be difficult to remember for your audience. Collect examples or proofs to support these arguments. Include personal references and stories.

Example:

1. Argument: Poor education situation in our country.

2. Argument: Education, particularly of young girls is the key to a better future.
3. Argument: Specific laws and financial priorities needed.

### C) Ending

The end is the most important part of the speech. This is the part people will remember when they go home. Be sure to end with your strongest argument and repeat your main message in the last sentences.

### 1.4 Write the speech

When writing a speech always bear in mind the following advice:

- **Speak the language of your audience!** If you talk to a group of university graduates you should use different words than if you are speaking with non-literate voters.
- **Follow the KISS- Rule! Keep It Simple and Stupid.** In most cases, your audience knows much less about the subject you are talking about than you. Also, most people do not follow a complete speech with full attention. If you keep your speech simple, you allow them to enter your train of thought at any point.
- **Rehearse timing!** Nothing is worse than a speaker who announces that he is only going to talk for five minutes and then talks for an hour.

<b>A) Word by word</b>	
Advantage:	Helps to overcome nervousness
Disadvantage:	Reading off the paper makes audiences fall asleep quickly
Method:	Write your speech word-by-word. Once you are finished, print it with double-line spacing and a big margin at the side. This way you can easily add comments and change sentences shortly before the speech without having to print it again. Be sure to include page numbers, this way you can order your speech again quickly if it should fall down. Use a big font (e.g. 16pts) to be able to read it from a distance.  More advanced version: Try to write down as few words as possible (e.g. only write beginning and end of speech; use bullet points in-between). This will help you to sound more convincing and professional.
Occasion:	Big, important events (like party conventions), where a speaker's desk is available. Do not use DIN A4 – paper where no speaker's desk is available, because you will get confused with the pages and it looks strange.

<b>B) Index Cards</b>	
Advantage:	- Can be used without speaker's desk. - Helps you to remember the main points of your speech. - Audiences tend to like this more than a speech, which is read completely from the paper.
Disadvantage:	Some people don't feel as secure as with the "word by word"-method
Method:	Use big index cards, strong paper or simply fold a DIN A4 paper to DIN A5 size. Then write an outline of your speech on it. Only write down catch words and not every single word. Sometimes it can be useful to write the first introductory remarks in complete sentences. This helps to overcome nervousness. Also, the closing statement could be written as complete sentences. The ending is very important, because your voters will likely remember it. Use

	numbers to indicate the topics of your speech.
Occasion:	Any public appearance

<b>C) Free Speech</b>	
Advantage:	- The best speeches are given without notes - It allows you better to interact with your audience and use climaxes.
Disadvantage:	- If you are not very experienced with speaking in front of audiences, you might be too nervous without notes. - You can easily forget important points.
Method:	Structure your speech well as described above. You may even want to take notes and bring them to the event to look at them before your performance.
Occasion:	- Any public appearance - Preferably if you feel comfortable with the crowd and the subject

## 2 - CONFIDENT AND CONVINCING PERFORMANCE

Every politician is nervous before an important speech. Some Adrenalin is normal and necessary. Otherwise your speech would be really bad.

By preparing your speech with the steps described above, you lay the base for a convincing performance. You will know exactly how, when and what to say.

Besides a sound preparation, there are some tricks on how to become more confident and appear professional:

- Focus on the face of a **supportive person** (relative, friend). Tell this person before the speech to pay attention to you and smile at you.
- Always remember: Even the most important people in your audience are **ordinary persons** and have the same basic needs and problems as you.
- Keep **eye** contact with everyone. Look often to persons at the back of audiences; then your voice automatically rises.
- Remember to **stand straight** and keep both feet on the floor. Do not wear high heels for important speeches. This will make your body language insecure.
- Try to keep your **voice** deep, clear and loud.
- Speak **slowly!** Otherwise people will not be able to follow your thoughts.
- Do not develop a special strategy for **hand movement!** It will only disorient people, if you move your hands artificially.
- Try not to use the same **tone and intensity** of your voice during the whole speech. Stress different parts of your speech with a different voice. The worst public speakers scream loudly during the whole speech.
- **Wear** nothing too shiny, special or fashionable. You want your audience to be talking about what you have said and not about what kind of clothing you wore. Feel comfortable and safe in your clothing.



## **ANNEX 1**

### **Notes for Trainers**

The following outline of a two- day workshop was used in a pilot workshop with 40 women candidates and political party activists from 15 different parties in Khartoum on 21 and 22. February 2010.

The evaluation of the workshop showed, that the women appreciated the training and were pleased with the overall structure and content. Some slight modifications have been made according to the recommendations of the participants.

#### **1. Workshop agenda**

##### **Day 1 – Election Campaigning**

8:30-9:00	Registration
9-10:30	Session 1 - Introduction
10:30-11:00	Coffee Break
11- 1:00	Session 2 – Preparation
1- 2:00	Lunch
2-3:30	Session 3 – Decision making & Implementation

##### **Day 2 – Media & Public Speaking**

8:30-10:30	Session 4 – Introduction to Public Speaking
10:30-11:00	Coffee Break
11- 1:00	Session 5 – Media
1- 2:00	Lunch
2-3:30	Session 6 – Camera exercise & Feedback

#### **2. Training Material:**

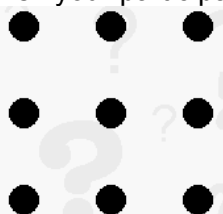
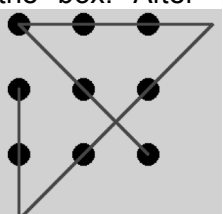
- Candidate's handbook
- Projector
- Flipchart
- Eddings
- Video camera for second day
- TV to display the recorded statements from the camera (or cables to connect camera& projector + loudspeaker)
- Post-it notes (large 76X127mm)



### 3. Session Outline

#### **Day 1 – Election Campaigning**

Session 1 - **Introduction** (9-10:30)

<b>Topic</b> (section in the handbook)	<b>Training method</b>
Short introduction of participants and facilitator	
Introduction to the programme	Presentation
<b>How-to become Member of Parliament in the Sudanese elections (1.1)</b>	Presentation
<b>Who has which role in the election campaign? (1.2)</b>	Presentation
<b>Why planning an election campaign? (1.3)</b>	
Challenges, which the candidates could face during the election campaign here in Sudan	Brainstorming
Conclusion: “Similar concerns may have crossed your mind when thinking about the election campaign. We are not going to be able to solve big issues like violence and fraud in a workshop. But the following ideas can help you to bypass these obstacles.”	Pep Talk
<p>Ask your participants to draw nine dots on a sheet of paper.</p>  <p>Now ask them to connect the dots with four lines. The four lines must be straight and linked to each other. They will find this exercise very difficult, because most of them will not think out of the box. After 10 or 15 minutes show them the solution:</p>  <p>The point of this game is: you can only solve difficult tasks if you think outside of the box.</p>	Exercise
Conclusion: “The planning tools presented in this handbook will help you to identify the opportunities open for you – outside of the box. ... (Continue until end of section 1.3)”	Pep Talk

## Session 2 – Preparation (11-1:00)

Topic (section in the handbook)	Training method
<p>“The purpose of this step is to gather all the information needed to design a successful campaign. This way, you make sure you don’t forget useful resources available to you.</p> <p>Write everything in a “campaign plan” and make this document available to your closest supporters. This will ensure that everybody is included in the process and much more motivated to support you.</p> <p>Probably all of you have organized weddings before. How was the process? Was it stressful? Why? (Collect some reactions) As a candidate during campaign time you want to appear confident and relaxed to your voters. They must gain confidence in your leadership and organizational skills. The following planning steps will help you to achieve this goal.”</p>	Pep Talk
<b>Who will support me? (2.1.1 Campaign Team)</b>	
<p>Ask the participants to read the interview with Sabrina Saghib at the end of Module 1 in the handbook.</p> <p>When they finished, ask them who supported Sabrina in her Campaign and who will support them. Collect the answers on a flipchart. During this workshop we will develop a “campaign plan” for Sabrina’s campaign.</p>	Exercise
<b>Why should people vote for me/us? (Main message 2.1.2)</b>	
First part of section 2.1.2 (until ...”negative image of you.”)	Pep Talk
<p>Play a small game with the participants. Sit around in a circle. You whisper the long campaign message (Anna) into one participant’s ear. Make sure that nobody sees your notes about this message and nobody else hears it. Ask her to whisper the exact same message into the next person’s ear, etc. The person at the end of the circle should then repeat what she understood. Probably it does not have much similarity with the original message. Read the original message to them.</p> <p>Then repeat the same exercise with the short message (Sabrina). Probably the last person will have grasped much more of the original message.</p> <p>Discuss with the participants about their experience and what can be learned from this game for campaigning.</p>	Exercise
Present last part of section 2.1.2	Presentation
<b>Who is likely to vote for me? (Target groups 2.1.3)</b>	
Who where Sabrina’s target groups?	Brainstorming
End of sec. 2.1.3	Presentation
<b>How much money do I have for my campaign? (Fundraising 2.1.4)</b>	
What were Sabrina’s funding sources?	Brainstorming

Which additional sources might be available for you?	Brainstorming
<b>What could I do to gain supporters and votes? (Possible activities 2.1.5)</b>	
What were Sabrina's campaign activities?	Brainstorming
What other ideas do you have?	Brainstorming
Complete the brainstorming with ideas provided in the manual, esp. the advice on the design of posters etc.	Presentation

### Session 3 – Decision making & Implementation

<b>Topic</b> (section in the handbook)	<b>Training method</b>
<p>“The aim of this part is to identify which of the activities listed in Session 2 should be implemented. This way you can make a plan on how to reach as many voters as possible with the limited resources you have. We will develop four steps of decision making and implementation:</p> <ol style="list-style-type: none"> <li>1. Set priorities</li> <li>2. Allocate budget</li> <li>3. Write a campaign plan including a timeline</li> <li>4. Divide responsibilities”</li> </ol>	Presentation
<b>Set Priorities (2.2.1)</b>	
Beginning of part 2.2.1	Presentation
<p>Enrich the list of Sabrina's activities collected in the last sessions with information on:</p> <ul style="list-style-type: none"> <li>• Does the activity convey her message?</li> <li>• Does it reach her target group?</li> <li>• How much will it approximately cost? Compared to the funds she might be able to raise, is this a big or a small expense?</li> <li>• Add any additional information that might influence your decision-making, like relative's resources you might be able to use.</li> </ul>	Brainstorming
Rank the activities together using the Peer-Method and then the Express-Method combined	Exercise
<b>Allocate Budget (2.2.2)</b>	
Sub-Chapter 2.2.2	Presentation
Estimate some figures for Sabrina's Campaign Plan and tell the participants that she has approx. 2/3 of the required funds available. What should she do? (Answer: Omit the campaign activities with the lowest priority.)	Exercise
<b>Write a campaign plan including a timeline (2.2.3)</b>	
<p>Start to assemble a campaign plan for Sabrina answering for some activities the following questions:</p> <ul style="list-style-type: none"> <li>- Who?</li> <li>- When?</li> <li>- Where?</li> <li>- Preparation needed?</li> </ul>	Brainstorming/ Exercise

<b>Divide Responsibilities</b>	
<b>How can I get everything I planed done? (Time management tools 2.3.1)</b>	Presentation
<b>How do I recruit and motivate volunteer supporters? (2.3.2)</b>	Presentation

## Day 2

### Session 4 – Introduction to Public Speaking

<b>Topic</b> (section in the handbook)	<b>Training method</b>
Present the advice provided in Module 2	Presentation
Let the participants prepare a short speech (max. 3 min) on a simple subject. Then let them deliver the speeches and record the performance with a video camera. Depending on the size of your workshop, it might be useful to record during coffee break or lunch.	Exercise



Camera exercise at the Pilot workshop in Khartoum

### Session 5 – Media

<b>How can I deal professionally with the media? (2.3.3)</b>	Presentation
Depending on the time available and the size of the group you can ask participants to draft a press release or conduct interviews with each other	Group Exercise

### Session 6 – Camera Exercise & Feedback

Develop feedback rules	Brainstorming
<ul style="list-style-type: none"> <li>- Give balanced feedback starting with the positive</li> <li>- Do not give generalizing feedback, but always express that this is only your own perspective.</li> <li>- Be specific with your feedback using examples</li> <li>- Be constructive and make suggestions about how to improve next time</li> </ul>	

Watch the recorded speeches and analyze the structure of the speech and body language together.	Exercise
Ask the participants how they liked the workshop and what should be improved	Brainstorming/questionnaire



Participants and trainer analyze camera performance during Pilot workshop

#### **4. Training Methods**

In order to gain the most benefit from the training, participants should use their new knowledge as much as possible during the workshop. It is also important to use a variety of training methods to keep the workshop interesting. During the session outline the following methods are used:

##### **Brainstorming:**

Group members suggest possible solutions to a problem in rapid-fire order, either orally or in cards to be posted. All ideas are considered and collected, e.g. on a flip chart.

##### **Presentation:**

Either PowerPoint or flip charts can be used to present new information from the candidate's handbook. A Power Point presentation is available from [anna.luehrmann@gmx.de](mailto:anna.luehrmann@gmx.de)

##### **Pep Talk:**

Pep talk is an enthusiastic speech to motivate the participants. During this short statement the trainer should highlight to the participants what they just learned or should have learned in an exercise or convey an important message from the handbook.

##### **Exercises:**

A variety of exercises will enable the participants to consolidate the newly acquired knowledge.

## **ANNEX 2**

### **Chapter Eight of THE NATIONAL ELECTIONS ACT 2008**

Be it hereby enacted by the National Assembly, in accordance with the Interim National Constitution of the Republic of the Sudan 2005, and signed by the President of the Republic, the following Act:

#### **Chapter Eight**

#### **Electoral Campaign, Polling, Postponement of Elections and Referendum and Announcement of Results**

##### **Section One**

##### **Electoral Campaign**

##### **Electoral Campaign Programme**

**64. (1)** The Commission, shall announce at the same time and date in the Official Gazette and/or the available mass media, the period during which electoral campaigns shall take place in accordance with this Act, provided that such period shall not be more than seventy days and not less than thirty days, as the case may be, and shall end one day prior to polling day.

**(2)** Subject to the provisions of sub-section (1), the Commission shall determine the period and the manner of the electoral campaign and make public that information widely. The Commission shall forward copies thereof to each of the Higher Committees in accordance with the Rules.

**(3)** Campaign activities shall not be held within the last twenty four hours before polling date, or during polling day or days according to the Rules.

##### **Rights and Duties of Candidates and Political Parties during the Electoral Campaign**

**65. (1)** During the electoral campaign period, every public officer or public authority shall provide equal treatment to all candidates and political parties, in an impartial manner and without favour to any of them, in order to guarantee the principle of equal opportunities between them.

**(2)** Subject to the provisions of any other law, every candidate or political party shall enjoy complete and unrestricted freedom of expression and presentation of campaign programmes, and access to information in the exercise of their campaigning rights through any means in accordance with this Act and the Rules.

**(3)** No Person shall, while campaigning for election, use any expressions that constitute incitement to public disorder, insurrection or violence, or threaten with the resort to any such actions or to war, or that constitute incitement to hatred and discrimination.

##### **Regulations for the Electoral Campaign**

**66. (1)** A candidate or political party in an election shall be afforded access to and use of all means of communication media of all forms for the purposes of their electoral campaign activities.

- (2) The Rules shall specify the measures to guarantee the rights of all candidates and political parties participating in an election in the use of public media on the basis of equality and equal opportunities, and to prevent any kind of discrimination between them in the coverage of the electoral campaign news.
- (3) The Commission shall, together with the public media means and in consultation with all political parties participating in the elections, prepare a comprehensive programme to guarantee the equal use of such means by all parties for the purposes of their electoral campaign.
- (4) Subject to any other law, during the campaign period all candidates and political parties may, either alone or jointly with others, publish campaign materials in the form of booklets, pamphlets, leaflets, magazines, newspapers, or in any other form, provided that such publications shall specify the particulars to identify the candidate or candidates concerned and shall include the name and address of the publisher of such material.
- (5) Candidates and political parties may use all electronic media for their campaign activities, including audio visual, internet, e-mail and any other similar means, provided that they shall not use these means to hinder or obstruct other candidates' campaigns.
- (6) Candidates or political parties may not act or use statements that are intended to obstruct the electoral campaigns of other candidates or political parties.

### **Funding of Electoral Campaigns and its Sources**

**67. (1)** Candidates and political parties shall not finance their election campaign activities from any financial and material support, donations or other means of support from foreign countries or any foreign body.

**(2)** Candidates and political parties may finance their election campaign activities from the following sources:

- (a) financial support provided by the members of the political party,
- (b) financial contributions made by the candidates,
- (c) financial support that may be provided by the National Government, the Government of Southern Sudan, or the States Governments to all political parties and candidates on equal basis,
- (d) donations and contributions that the political parties and individual candidate may collect from other Sudanese sources approved by the Commission.

**(3)** The Commission shall fix a ceiling for expenditure by the political parties and individual candidates on their electoral campaign activities, taking into account:-

- (a) the geographical size of the area to be contested by the political parties and candidates and any geographic impediments on movement in that area,
- (b) the ease of access to communities in the area and available transport and communication systems,
- (c) the number and distribution of the population in the area, and
- (d) any other reasonable circumstances that may affect the costs of the electoral campaign,

### **Use of Electoral Campaigns' Funds**

**68.** Funds collected for electoral campaign shall be used for the following fields, namely to:

- (a) develop the means and technical capabilities that enable the political party or the individual candidate to prepare and disseminate their electoral campaign programs,
- (b) cover the expenses incurred relating to the collection of the signatures of voters to endorse their nomination as provided for under this Act,
- (c) design, produce and publish campaign materials, such as notices, posters, booklets and other materials, and their dissemination in any manner, including through electronic, written and audiovisual media means.
- (d) pay the gratuities and salaries of the persons employed by the political or the individual candidate to carry out electoral campaign activities,
- (e) pay the rent of headquarters and offices used for the electoral campaign purposes,
- (f) payment for stationery, fuel, vehicle and transport means rent, and media coverage costs for the electoral campaign purposes,
- (g) any other reasonable expenses necessary for the implementation of electoral campaign activities.

### **Prohibition of the Use of State Resources for Electoral Campaign**

**69.** No candidate or political party contesting an election may use free of charge any State resources or any public material or human resources, except the public media, provided that any charge levied shall be proportionate to the services rendered and shall be applied to all political parties and candidates equally and without discrimination.

### **Final Accounts of the Electoral Campaign**

**70. (1)** Each candidate or political party shall submit to the Commission final accounts of their electoral campaigns' incomes and expenditures, within a period not exceeding thirty days from the official declaration of the final results of the elections or referendum.

- (2) The final accounts to be submitted under sub-section (1) shall be detailed, and shall specify all funds and resources collected utilized, and used in the electoral campaign, and its sources and the methods of expenditure, provided that such accounts shall be legally audited according to professional auditing practices.



## ANNEX 3

### References:

Asiimwe-Mwesigye, Jacqueline and Bulter, Alexious; "Candidate Training Manual for Women", NDI, Uganda 2006 (can be found at: <http://www.iknowpolitics.org>)

National Democratic Institute; "Women's Campaign Manual", Nairobi, Kenya 1997 (can be found at: <http://www.iknowpolitics.org>)





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