

# Top Tips for a Successful Campaign



**THE SU  
UNIVERSITY  
OF BATH**

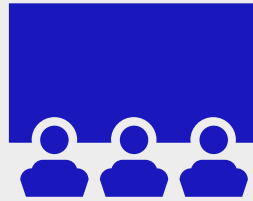


# The Number 1 thing to remember...

This is supposed to be a fun process!  
It's a great opportunity to show off your creativity, as well  
as your brilliant ideas.



# Election Rules



## **Our rules ensure the election is fair & inclusive to all students.**

- Rules frame the election & campaigning by setting the boundaries of what can be deemed as acting fairly.
- Be aware of them and read up (there's not that many!)
- All Rules are available in the [Student Officer Elections Booklet](#).

**Don't worry - the mandatory candidates meeting between nominations closing and campaigning starting will go through all the rules with candidates.**



# The Campaign

**There will be further specific training on campaigning dos and don'ts for candidates after nominations close**



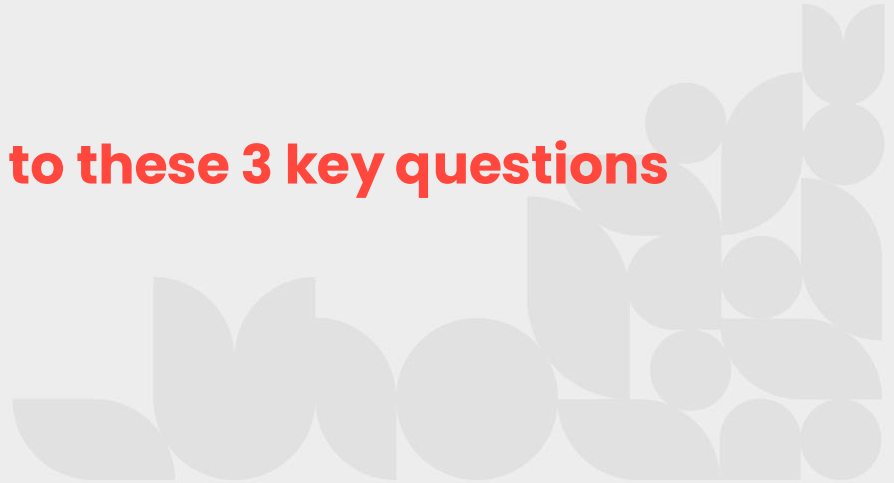
# Your Motivation & Message

Why do you want to be an SU Officer?

What do you want to achieve?

Why should people vote for you?

**Make sure you know the answer to these 3 key questions before campaigning begins**



# Your experience

Not vital or compulsory to list your experience – but it will help you!

Draw on it and be honest.

Don't just think about how experiences have increased your knowledge – what skills have you developed that would make you ideal for this role?



# Organisation

## Tips:

- Use spreadsheets to plan your time effectively, ensuring you input all the relevant training, help sessions, and events.
- Create an hour-by-hour campaign plan. You only have 56 hours to physically campaign whilst voting is open!
- Incorporate your life by planning effectively. Use freezer meals, be strict with bedtime, re-arrange movable meetings for after campaigning, etc.
- Each day during physical campaigning there will be times you will have to come to candidate drop ins to check in with your mentor. There will also be a slot when you'll be at **Questions to Candidates!**





# Campaign Team

- Start recruiting now if you haven't already.
- A broad mix of interests and years/levels of study can be helpful.
- Only current UoB students are allowed.
- Establish the time commitment early on.
- Be aware of conflicts of interest.
- Choose wisely – you're liable for their actions.
- Your team will be able to support you when you do candidate drops ins and go to lectures.



# Lecture shout-outs

- Check ahead for permission (or at beginning of lecture).
- Take no more than 30 seconds to a minute.
- Don't over script & at the start of the week, briefly explain what officer elections are.
- Make sure not to visit the same groups twice.
- Balance how many you do as being on the parade at change over times is also beneficial.
- You can also write on whiteboards of empty rooms – but please make sure you use the correct pens!



# Budget

- You are allowed to spend a **maximum of £50** on your campaign.
- You can be reimbursed up to a maximum of £20 by the SU for your campaign. For example, if you spend £40 on your campaign, you can claim back £20. If you spend £16 on your campaign, you can claim back £16.
- You will also receive a bag of materials to help you campaign, including string, a bedsheet, and zip ties. The contents of this pack are not included in your budget.
- You can also use the Edge Art Space resources (paints and brushes) to help make your banners free of charge, but this is a shared space and is not private ([see the session dates for this here](#)).
- Don't bend the rules – the Democratic Procedures Team will be monitoring all campaigns.
- If unsure, make sure you ask – [sureturningofficer@bath.ac.uk](mailto:sureturningofficer@bath.ac.uk)

# Get your brand on point

- Make it reflect you and what you stand for
- How serious will your campaign be?
- What's going to be your colour?
- Be creative
- Get this across in your SU media content ([you can also check here for access to social media training](#))

**Here are some of the Previous Slogans used by candidates.**  
**Use these as inspiration to come up with your own!**

- Forward with Francesco
- Believe in Eve
- Be Bold, Vote Bald
- Trust in Truscott
- AMP it up!
- Join Jiani
- Les 4 Pres
- Time for T
- Be Better With Ben
- Together With Julie
- The Andy Man Can
- Kim2Win
- Believe in Ben
- Franci For Activities
- Kat is Purr-fect for President!
- Back Jack
- The only way is Galloway
- Elect Ellen
- The Dream Iz Green
- Beth's on it
- Lucy to Lead
- Wild for Wilder
- Matt for that!
- Choo-Choo-Choose Tommy the Tank Engine Parker
- Clemens Can
- Vote KitKat
- A Vote For Wadzi Is A Vote For Change!
- Vote Kenny, Demand more.
- Don't Stop BelEVEing
- Root4Ruqs



# Canvassing for votes

- Talk to as many people as possible
- Prepare for all weather
- Organise your team – shift work?
- Vary your locations
- Go to accommodation blocks (City too)
- Stunts (please check with us first!)
- Original ideas
- You don't have to stick to campus...
- Club nights
- Whiteboards in teaching rooms





# Banners

VOTE  
NOW

[thesubath.com/elections](https://thesubath.com/elections)

VOTE ANDY  
FOR SPORT

id For Sport  
unk For Duxley

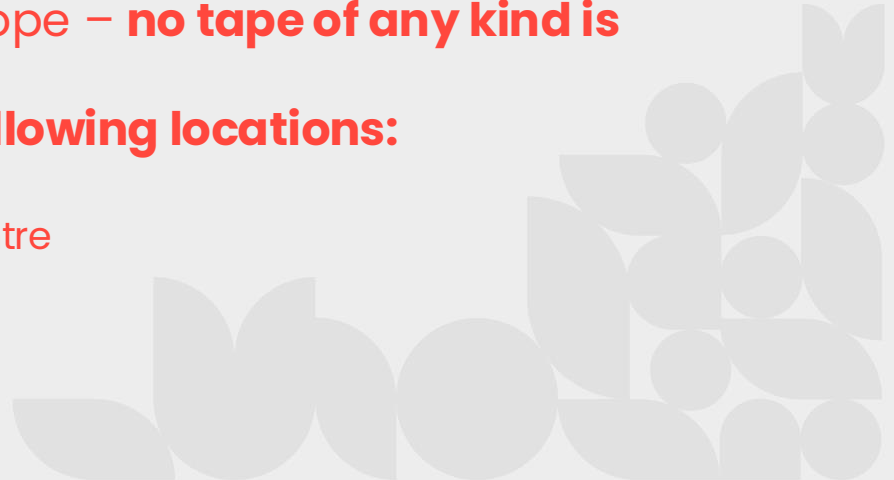
#BACKJACK  
FOR EDUCATION

VOTE LES  
VOTE LES 4 PRES  
4 PRES  
PRESIDENT

TAMARA  
4  
EDUCATION  
©TTIMEA

# Banners

- You can find cheap bed sheets in charity shops or discount stores or laundrettes. One is also included in your campaigns pack – provided by the SU.
- Paints can be found cheaply in discount stores or craft shops. You can also use the Edge Art space.
- Slice holes in them for wind – this will stop them blowing away!
- You can only use cable ties/string/rope – **no tape of any kind is permitted.**
- **Banners are not permitted in the following locations:**
  - The Library
  - Outside the SU Advice and Support Centre
  - Student Services
  - University commercial outlets
  - Sports Training Village





# Questions to candidates

- This is when students can ask you questions on your campaign and manifesto. A little bit like Prime Minister's Questions.
- Prepare in advance by looking at previous years, knowing your potential new remit, talking to student groups about their priorities.
- This should be easier once you have researched the role better and know the common issues that come up.
- Book some time in to see some SU staff!
- Prepare for your manifesto to be scrutinised!
- You will receive further guidance on this.



# Original ideas



## Other TOP TIPS

- Don't waste your time on 'guaranteed' votes
- Positivity – don't be seen to be talking down others/no negative campaigning
- Be original as possible with content
- Don't spam



# Useful info about the voters in previous years

- 85% of voters were undergraduate students
- 36% of voters were first year students (in 2021/22 the highest % of voters were from fourth year)
- Regarding Departments, the highest % of voters were from the School of Management, followed by Department of Mathematical Sciences, Department of Politics, Languages and International Studies. The lowest % of voters were from the Department of Education, followed by Chemistry, Natural Science and Pharmacy.
- Faculty wise the highest % of voters were from the Faculty of Science (in the election for the 2021/22 Officers this was the Faculty of Humanities and Social Sciences), the lowest % of voters were from the School of Management.
- Equal split of male/female voters (in the election for the 2021/22 Officers the split was 56% female, 43% male)
- 30% of voters were overseas/EU students (in the election for the 2021/22 Officers this was only 23%)
- Numbers were particularly low from some of our under-represented communities such as disabled students, Black students, mature students.

# Key dates

- **Nominations Open:** 12:00 1 December 2025
- **Nominations Close:** 12:00 13 February 2026
- **Polling opens:** 09:00 Monday 23 February 2026
- **Polling closes:** 17:00 Thursday 26 February 2026

<https://www.thesubath.com/elections/information/>

