

# CAMPAIGN MISTAKES

Running in the SU Election is an amazing experience, and we hope you have an incredible time! Here are the **top 5 things to avoid** when running for an elected position.

# 1

## **DON'T MAKE PROMISES YOU CAN'T KEEP**

You want to make an impact on campus, but you have to make sure that your campaign goals are feasible within your one year term. For example: Don't promise to abolish tuition fees just to get votes, when you know that's not possible.

If you aren't sure about the feasibility of a platform point, you can contact the current SU Executives, or the staff at the Students' Union.

# 2

## **DON'T PRE-CAMPAIGN!**

There are designated campaign periods where all candidates are allowed to campaign through social media, in-person communication, and poster and banner displays. If you do any campaigning before these periods begin, you are pre-campaigning and could face a sanction.

If you aren't 100% sure about what constitutes pre-campaigning, be sure to read the Nomination Package or contact the CRO.

# 3

## **DON'T DELIBERATELY BREAK THE RULES**

When you submit a nomination package, you acknowledge you have read and agree to obey all the rules in the Elections Policy and the Elections Manual. If you break a rule, "I didn't know it was a rule" is not an excuse!

Failure to comply with the set rules can result in fines, the removal of your campaign material, or even disqualification.

# 4

## **DON'T GET DISTRACTED FROM YOUR CAMPAIGN**

When you are a candidate, your campaign should be your focus. Use your time effectively to promote your image, and your platform to potential voters.

Negative campaigning, putting others down, or chasing them around to try and gain an advantage just isn't cool. Keep your campaign positive, and focus on showcasing your best.

# 5

## **TAKE CARE OF YOURSELF**

Let's face it, being a candidate is a lot of work! The experience is great, but can come with a lot of stress. Ensure that you are taking care of yourself during the campaign. Get lots of sleep, keep going to your classes, and do what you need to do to stay healthy!

Rely on your volunteers. They can help you with those little things you might need done. It can make a big difference for you, and help you stay in tip-top election shape!

## **INTERESTED? RUN WITH US!**

Nomination Packages are available in the SU Office and online starting January 25, 2021.

Nomination Days are February 8-10 from 10 a.m. to 3 p.m. each day.

For more information visit [www.su.ucalgary.ca/elections](http://www.su.ucalgary.ca/elections) or contact [elections@su.ucalgary.ca](mailto:elections@su.ucalgary.ca)

