

Election Lecture

About me:

- Been through a few SGA elections
 - Lost a couple
 - Won a couple
- Feel free to deviate from the things in this lecture if you'd like, these are just my opinions based on my experiences

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 - Please text or email me with any/all questions (all correspondence is purely confidential)

General Things

1. Independents have unique challenges
2. Try to join a party, if you can't find one, start your own
3. Most of this presentation will concern:
 - Forming a team/managing a team
 - Campaigning as a team
 - Marketing as a team
 - Fundamentals of SGA Elections

Forming a Team

Selection:

- Be more and less selective with your team, depending on the college
- Choose people based on: (1) personality, (2) campaign availability, (3) vision

Recruiting Competition:

- It's very likely the people you're approaching are being approached by others

Internal Changes:

- Often, people will drop after agreeing to run for one reason or another
- Take this as a given possibility and be prepared for when it happens

Drama

Avoid Drama:

- It won't help you win
- It distracts from your team's main purpose: campaigning

Dealing with Drama:

- When possible, approach drama from the top-down
- Try to insulate your team from any/all drama you can (especially when it doesn't directly involve them)

Things to especially focus on

1. Procedural stuff
2. Campaigning
3. Scheduling
4. Rules of the Election
5. Key elections players:
 - Your Opponents
 - The Chief Justice
 - The Chief Election Commissioner
 - The Attorney General
 - The Student Media

Things People Think Matter (but really don't)*

1. The Debates
2. Social Media
3. Drama

*within reason

Campaign Spending

Do's:

- Do spend most of your money on flyers
- Do buy as many count-me-in cards as you feel you can fill-up

Don'ts:

- Don't spend a lot on social media advertising
- Don't buy t-shirts

Marketing Yourself and/or Your Team

Merchandise (in order of importance):

1. Flyers
2. Count-Me-In Cards
3. Buttons

Things to include on ALL marketing materials:

1. Name(s) of those that produced, funded, and distributed the material(s) (by **mandate** of the election code, listed INDIVIDUALLY, i.e. “Produced by ‘x’, distributed by ‘y’, funded by ‘z’. If all answers are your party/group, you still need to indicate such on the materials)
2. Name of party
3. Voting Dates
4. Pathway to vote
5. QR code to vote

Marketing Yourself and/or Your Team Cont.

Optional Marketing Materials:

1. A website;
2. Business cards;
3. Food giveaways

How to Win an SGA Election

1. Hand out more fliers than your opponents
2. See #1

Things that makes marginal differences:

1. Count-Me-In Cards
2. Holistic Nature of Marketing Strategy

It is extremely important to get your team out campaigning each election day

How to Get Your Team Out

1. Inspire them/be vulnerable with them;
2. Make it understood during recruiting that they will be required to hand out fliers 6-10 hours per day of voting and for 4-10 hours/week for non-voting days (count-me-in cards);
3. Get their schedules and their committed times, follow-up and be persistent about this

Typical Campaigning Schedule

Non-Voting Day:

- 8AM-6PM, Count-Me-In Cards

Voting Day:

- 8AM-7PM, Handing out flyers
- 7PM-9PM, phone-banking
- 9PM-12AM, Handing out flyers

*You will should interlace speaking to high-volume classes throughout

Ground-Game Positioning

Areas (by priority):

1. Butler Plaza (>50% of team)
2. Student Center Plaza (1-2 people)
3. Between Melcher and CBB (1-2 people)
4. SEC (1-2 people)

No-Go Zones:

1. Library
2. Student Centers (North, South, Satellite)
3. Dining Establishments
4. Residence Halls

*These could open up ONLY if the election commissioner makes an exception

Ground-Game Positioning Cont.

Areas (Late at Night):

1. Moody/CV1 Bridge
2. Food Trucks
 - You can find the Spring food truck schedule online in the spring (google “UH Food Truck Schedule”) and it’ll show up near the top

Summary

1. Volume of ground game is crucial
2. Organization and drive of yourself/your team is crucial
3. Understanding the rules of the election is key

Questions?