

**CAMPAIGN STRATEGIES
FOR
POLITICAL SUCCESS**

*The Art of Winning
Political Election in Nigeria and Around the World*

BY

Godson .O. AZU

Dedicated To My Wife and Children

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FOREWARD

Contesting election is exciting but winning an election is exhilarating because the voters believed in you and your ability to deliver the promises you have made during the campaign.

In this dynamic book Godson systematically enlightens the politician in what to do and how to do it when one wants to get elected. He carefully lays down the strategy and tactics of beating all opponents including the incumbent if there is one.

Certainly, this is a must read for the new contestant in the political arena. All the spices of example included would drive the point's home for the serious politician.

For those who would never contest, it is still important to read this book so as to know what to look for in a political candidate. Voting should be based on plausible and possible manifestoes with which the contestant would be held accountable if elected. Therefore everyone needs to know how to assess a candidate for the purpose of a developed and prosperous nation rather than self-aggrandisement.

I recommend this book to all for the political development of Nigeria in particular and Africa in general.

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ABSTRACT

In a democratic society the different political parties offer different analysis to the problems and solutions facing the general polity, by so doing generate the issue of choices which are put before voters. But if those ideas are not communicated effectively, to the right voters, using appropriate language and through a profound medium in which they can be heard and acted upon, those parties' ideas will not be represented in parliament or in government. A campaign plan is about thinking through the component steps of a campaign to reach and touch voters in such a way that they decide to choose 'A' over the other candidates or parties on offer.

Many of the techniques are the same regardless of party, electoral system or even country. But it is in the planning – and subsequent implementation – in which, strategic campaigns in America or Britain, between the Democrat and Republicans: the Conservative and Labour, have shown a proven success of its impact on the electoral process. And in view of Nigeria the PDP, ACN, APUGA, ANPP and CPC, or even the newly registered merger party APC, parties and candidates would have to prove to voters that choosing them is the best option to keep Nigerian politics on a bright and positive path to the future.

A good campaign plan are written months and even years prior to elections so that the party-building and good governance work required to be elected or to be re-elected into office are put in place with a clear, strategic goal in mind. The written definition of that goal – and the map of how to get there – is the essence of any campaign plan. This book could be used by political parties big and small, old or newly established, individual aspirants, and emerged candidates as they draw a picture of their future electorate and ways to engage them effectively.

The book would also enable more women aspirants/ candidates to effectively run internal and external campaigns and become nominated or elected in the face of substantial gender obstacles. Women's increased nomination – and election – will be beneficial to their political parties, the communities and the nation as a whole, which would change the face of our polity in the spirit of gender equality.

The growing number of Nigerian women in politics at present moment is highly encouraging in view of the fulfillment of both federal and state government's 35% affirmation agenda.

As would be seen later in the book, through the six steps and key principles of a strategic campaign, one would then be able to understand that campaign plans aren't simply a calendar of activities in an election program, but that it's much more than that in reality.

KEY WORDS: STRATEGY, PLANNING, VOTERS AND ELECTION

INTRODUCTION

A political campaign can be an exciting experience. A great deal will happen between the campaign set-up and Election Day and with a little forethought and planning, you can be prepared for all the twists and turns and, in many cases, controlling the situation. This book is designed to help you anticipate what will happen and how to be better prepared.

While the given political landscape is an important factor in any campaign, in many cases the most important factor would be the difference between winning and losing, which is what, goes on inside the campaign. There are three types of political campaigns that have nearly no chance to achieve victory on Election Day due to their own internal failures.

The *first* is the campaign that does not have a *persuasive message* to deliver to voters and does not have a clear idea of which voters it wants to persuade. This type of campaign lacks direction from the beginning and the situation will only get worse.

The *second* is the campaign that has a concise, persuasive message with a clear idea of which voters it can persuade but lacks a reasonable plan of what to do between the campaign period and the election day to

This type of campaign wastes time, money and people as it wanders aimlessly toward Election Day. It is often distracted by the days' events, by things the opponent's campaign does or by things the press says, spending more time reacting to outside factors than promoting its own agenda. Finally, the *third* kind of campaign is one that has a *clear message*, a clear idea of its voters and a plan to get to Election Day but fails to follow

through on the plan, not doing the hard work day after day to get elected. This is a lazy campaign that makes excuses as to why it cannot do what it knows must be done and in the end makes excuses as to why it lost.

A winning political campaign is most often the one that takes the time to target voters develops a persuasive message and follows through on a reasonable plan to contact those voters directly. This book has been developed to assist political parties and candidates in taking these steps to become this type of winning campaign. You should read through the entire book once so that you have some understanding of the whole process. You should then go through the campaign strategies step by step.

A campaign plan, like the plan for building a house, defines the overall political landscape, the strategy and resources required to get to Election Day. As with construction plans, a campaign plan should serve as a guide to be referred to when questions arise within election time.

Progress can be measured against this outline. You could build a house without plans, but you would make a lot of mistakes, you would waste a lot of materials, time, and money and you probably would not be satisfied with the results. It is the same for any political campaign without a strategic plan.

While it is true that every campaign is unique, there are some basic principles that can be applied to any election campaign. This book is structured to help you understand these basic principles for your unique campaign.

The basics of any election campaign are deceptively simple following the common traditional exclusiveness campaign structure. All campaigns must repeatedly communicate a persuasive message to people who will vote. Which is “the golden rule” of politics?

A political campaign is a communication process that should find the right message, target that message to the right group of voters, and as such repeating that message again and again until it registers in the mind of the voters.

Here are the step-by-step processes to develop a campaign plan. These steps include:

1. Doing the research necessary to prepare for the campaign.
2. Setting a strategic campaign goal of how many votes are needed to win.
3. Analysing and targeting voters.
4. Developing a campaign message.
5. Developing a voter contact plan.
6. Implementing that plan.

This book would only give answers to some of the problems that every campaign will face. It would help to define what your campaign message should be. It would help to know your “Core” and “Non-Core” supporters. It would help you know how to put together the most effective methods of contacting voters in your constituency/region.

A political campaign is an intense experience and, when done correctly, it is also a lot of hard work. There are no tricks or short cuts; it's an exhilarating, rewarding and fun experience. To the campaign worker, you should be commended for offering your time and skills on sustaining the democratic process. To the candidates, you should be commended for stepping forward and offering your services to your community and the nation. In doing so you not only serve your community; you are contributing to the democratic process as a whole. Before looking at the six steps of a victorious campaign plan and election, there is need to understand the meaning of a ‘Campaign Strategy’ which is key to any form of political campaign plan, thus in doing this it is important to equally define the meaning of a “Campaign” and a “Strategy” as separate elements.

What is a Campaign? A campaign can be defined as an act of working in an organised and active way toward a particular goal, typically a political or social one.

What is a Strategy? A strategy is a plan of action designed to achieve Specific goal; it could also be seen as a management game plan for strengthening the organization's position, satisfying customer expectations and achieving performance set- target.

WHAT IS CAMPAIGN STRATEGY?

A campaign strategy can be defined as the “Science or Art of political command as applied to the overall planning and conduct of political campaign; the Manoeuvring designed to frustrate, surprise or overcome an opponent in order to secure a victory in an election.

The development of a political campaign strategy is probably the most difficult and the most essential aspect of any campaign processes, of which there are less numerous alternatives, responses or possible solutions considering the following key words from the definition.

Opponent: An opponent in the context of this definition could be referred to an individual or groups in any primary or general election, in which one is either an aspirant or candidate trying to defeat others; these could be extended to the electorate as well in view of the groups who are working actively or passively for an opponent. An opponent could also be extended to those people who have already made-up their mind to vote for the opponent simply because he or she is the opponent notwithstanding their policy program. Example, of this is voters who vote on a straight party ticket no matter what the candidate’s position are on the policy issues. These are most time referred to as “Knee Jerk” or “Partisan Voter” this is a very common practices in Nigeria context.

It’s important also to be fully aware that candidates own supporters could become an opponent as a result of their ‘Words and Actions’. There are those individuals who plan to vote but are undecided about whom they are going to vote for, or those who will actually fail to vote, whether intentionally or otherwise. Could these two groups be an opponent, probably not in a technical sense, but in the reality or world political campaign they are treated initially as though they are an opponent, until they prove otherwise, because their uncertainty, indifference or carelessness could cause a candidate to lose the election, and as such they could be considered as a possible opponent. In any political campaign strategy plan these individuals must be encompassed, and a clear methodology should be devised to encourage them to become active supporters or voters because more often than not, in a relatively ‘Free and Fair’ election, these individuals in the middle usually decide the outcome, therefore whoever develops and successively

implement an “Opponent Strategy” designed to win over those ‘Voter’ wins the election. The key ‘Strategy’ here is the ability to identify these individual opponents and start working on winning them over.

Manoeuvres: This is the use of manoeuvring skill in campaign strategy in order to frustrate, surprise or to over-come an opponent is one that is not without its philosophical argument about the genius of approach, or practical ethics, but the fact remains on the technique of frustration which is one of the legitimate tool in campaign psychology that is used by a candidate to defeat the opponent, this form of strategy could be practiced either by ‘Omission or Commission’.

Surprise: Surprise from the political campaign strategy context, simply means the tactics involving the act of ‘Deception’, this may sound negative in view of its moral concept, but in the real world is a necessary ingredient in most campaign plan. The elements of surprise in a campaign strategy has an applied steam factored around three key functions; Field operations, Media outreach, and Candidates actions.

Overcome: In a campaign strategy plan the use of the word overcome could mean developing an ‘Assault’ or an ‘Attack’ with such an over-powering strength that the opponent is unable to stop it. This could involve the use of an intensive media campaign network which would increasingly dominate the sub-consciousness of the voter.

CHAPTER 1

STEP ONE: RESEARCHING

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Every campaign is unique. While certain basic principles can be applied to each campaign, it is important to have a complete understanding of the particular situation and the conditions in which your campaign will be waged. At some point in almost every campaign, someone says, “it is different here” or “you’re not taking into account our particular situation.” “Step One: Research” is where you start and where you take into account the differences and peculiarities of each campaign. It is here that you have the chance to demonstrate just how different your situation really is.

The first step in developing a winning strategy must begin with a realistic assessment of the political landscape in which you will be running. It is true that you can never know everything about your district, your opponents and the voters. However, by using your time wisely and setting clear priorities, you will be able to compile the kind of information you need to develop a good strategy and be prepared for most events in the coming campaign.

Here are various factors for consideration while preparing for a campaign plan:

1. What is the type of election and what are the rules?
2. What are the characteristics of the district?
3. What are the characteristics of the voters?
4. What has happened in past elections?
5. What are the main factors affecting this election?
6. What are the strengths and weaknesses of your candidate?
7. What are the strengths and weaknesses of all the viable opponents?

ELECTION RULES

It is important to first determine the type of election in which you will be running and what will be the rules of the election, with the case of Nigeria there is need to conform to the principles and regulations of the Electoral Act 2010, as (amended) in the Nigerian constitution, by following the INEC election information and procedures which revolves around at election periods. Much of the basic strategy depends on this information.

Is it a legislative office you are seeking or an executive office?
Do you need a majority of the votes to win or a plurality?
Will there be a runoff election?

Thus, in Nigeria, the answer is straightforward; it is the first-past-the-post system, but you will still need to determine your strategy based on the number of candidates and their relative expected strength or weakness. You should definitely research the laws and, if they are complicated, you may want to ask your political party or a lawyer to draft a memo outlining the most important points. Missing a deadline or violating some part of the law could end your campaign before it has even begun.

THE SENATORIAL DISTRICT/CONSTITUENCY

Once we have determined the basic election rules, then we should start to gather as much information on the district/region, constituency/locality and the voters as possible. How large is the district in which you will be running and the population?

What type of terrain will you have to cover as you campaign? What type of transportation will you and the voters need to use? How has the population of the district changed recently in terms of registered voters? You need to understand the political landscape in which you will be operating. Who are the important political players in the area? How strong are the various political parties in the area?

Who are the civic and business leaders that can influence the campaign?

Winning the support of a particularly influential leader in the community can often make the campaign much easier. You also must understand how voters get their information. What are the local media outlets? Who are the reporters/message senders and what are their deadlines? How will the election be covered and how does the press view the various candidates? To develop a comprehensive press strategy, it is important to have as much information on the media as possible. These could be done through active engagement round the clock.

THE VOTERS

There would be the need to break the voters in the district or constituency into manageable groups. This is the basis that would later be used to develop a strategy for targeting particular voters.

The following are some of the questions you may want to consider. Is there a voter file or accurate list of all possible voters available to the campaign?

What support is there for various political parties? What is the demographic composition of the voters? For example, what are the income levels, education levels, professions, ethnic backgrounds, religious backgrounds, age, gender, etc.?

Where do people work, shop and play? What is the geographic break down of the voters? What percentage or how many people live in the city, in the rural areas or in small villages? Do the voters live in single-family homes or shared- apartments or rented accommodations? How can one describe a supporter and those voters that one hope to persuade?

Voters with similar characteristics may have similar interests and may tend to vote the same way. Older people would be less interested in schools and more interested in pensions and medical care, while young mothers will be more interested in schools, jobs and less interested in

pensions. By determining how many older citizens there are and how many young mothers there are, there would be tendency to target message to groups that matter most to the campaign success.

Total population	Number of Men	Number of Women	Children 1-15Years	Older Citizens Over 65Years
167m	47m	46.5m	75m	5.5m

TABLE 1: *Population Divide 2011.*

PAST ELECTIONS

Most often it's important to gain valuable information about the election by looking at data information from past elections. Who ran for this position in the constituency in past elections and what were the results? How many voters turned out for similar elections in the past? How many votes were needed to win? Working on this type of information would assist in predicting the turnout and baseline of any forth-coming election for planning purpose.

How did candidates with similar backgrounds and messages fared or performed in past elections? Did the parties' candidate(s) run effective campaigns or make mistakes that influenced the level of support received? Similarly, did the opponents run effective or ineffective Campaigns in the past? These questions will help in measuring the potential for growth over the last election. This type of information would be useful later when determining what worked for them and what would have to be done differently to perform better than they did. Due to the state of election corruptions and system failures, the case of Nigeria is quite exceptional with regards to proper electoral record keeping which could be referred to for accurate data analysis, where-by the information collected could be used for actual projection of any future outcome. Thus, in view of this and the introduction new electronic voters registration, the direct data capture machines (DDCM), and the

improved electronic voting system would aid in establishing a comprehensive central electoral data system for accurate information pool.

South West	South East	South-South	North East	North West	North Central	Total Registered Voters
14.2m	7.02m	8.9m	10.0m	18.9m	7.6m	67.7m

TABLE 2: *The table above shows the total registered voters.*

THE ELECTION

Next is to look at the factors that will affect the election, namely the various issues which concern voters and other political campaigns that are being waged in the area. What local, regional or national issues are important to voters? What will motivate voters to go to the polls? How would you describe the voter mood?

What other personalities will be on the same ballot paper? Will candidates in other ethnic group help or hurt the candidate campaign? Is there the opportunity to work with other campaigns in a coordinated manner? What effect will other campaigns have on the election?

What is the relationship with the party and other candidates on the same ticket will affect the campaign strategy. The campaign's message should complement, or at least not contradict, the other messages.

THE CANDIDATE

The most important factor in any election would be the candidate. During the strategic planning session, there should be an honest and candid judgement of the strengths and weaknesses of the candidate. While doing this exercise, there is need to also look at the candidate from the point of view of the opponent. What one may view as a fresh new face with new ideas, the opponent may view as a lack of experience.

There would be need to organize the candidates assessment into various sections, such as the candidate's childhood, education, work history, immediate/extended family background, personal relationships, self-confidence/integrity and past political positions.

It is important to look for both strengths and weaknesses in all of these areas. By finding weaknesses early, the campaign will be better prepared to deal with them and respond to charges that may come up later in the campaign. Too many candidates have lost because they refused to deal with past mistakes and were caught off guard when their opponents painted the picture of their mistakes in a very unflattering light. Key here is the use of S.W.O.T. analysis of Strength, Weaknesses, Opportunity and Threat in making an informed decision.

VIABLE OPPONENTS

Once there has been a determination of the campaign candidate's strengths and weaknesses, the next step is to repeat the process for the opposing candidate.

If the campaign is facing several opponents, then it should determine which ones are the strongest competitors in view of the loyalty of voters the campaign is hoping to attract.

Again, the campaign can organize it's assessment into various sections and look for both strengths and weaknesses. The opponents will not be forthcoming with information about themselves. The campaign will probably need to do some digging to find reasons for voters to vote against them and for its candidate. Too often candidates and campaigns view opposition research as looking for the one scandal that will finish off their opponent's campaign. This may happen, but more often what they find is patterns of behaviour that can be used to persuade voters to either vote against the opponent or for the campaign candidate. One can always use this to create a contrast between the candidate and campaign and the opponents' campaign when developing campaign message, but this process is the basis for finding that contrast.

The other mistake campaigns often make, is saying that they do not want to wage a negative campaign. Researching the opponent and waging a negative campaign are two entirely different things. By not taking the time and doing the hard work of opposition research, the candidate and the campaign team forfeit the ability to be prepared for what the opponent would say and do and to build the contrast between the candidate and the opponent.

While, gathering the opposition research, there is need to be extremely well organized: list the sources of all documentation, and have a system in place, like a data-bank that will allow for a quickly access any needed information. It will do no good to know something and not be able to provide backup of the information.

All of this research should be gathered together in a binder for easy referral and referenced for easy tracking. Being meticulous and organized now will save a lot of time and energy later.

INDEX	Personality	Education	Employment	Moral Values
Strength	High	High	High	Low
Weakness	Low	Low	Low	High
Opportunity	High	High	High	Low
Threat	High	High	Low	High

TABLE 3: *This table shows the Candidate Profiling.*

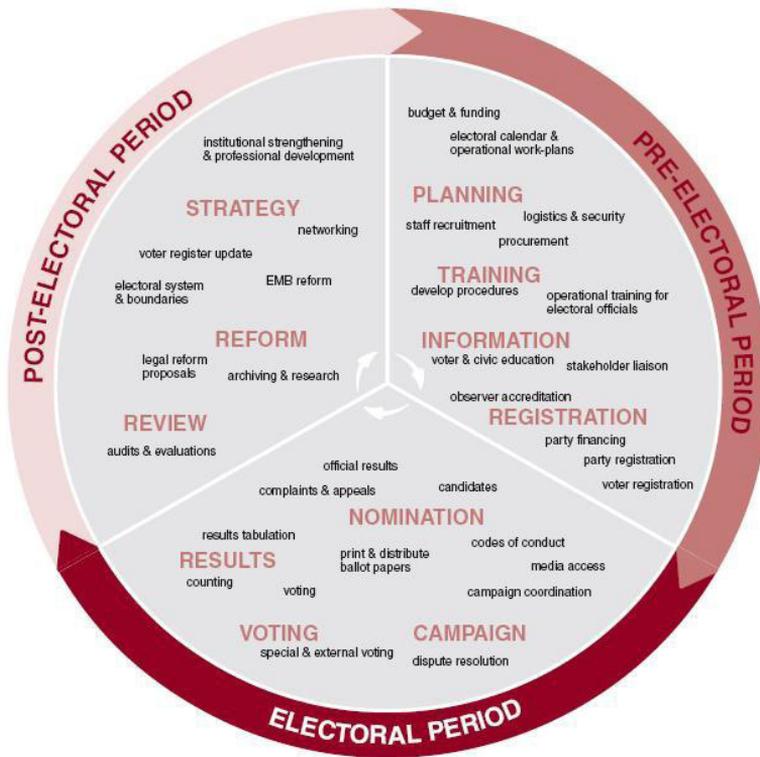


FIGURE 1: Shows campaign and electoral circle

The factors for consideration on this circle are as follows;

1. Pre-Electoral Period- Planning and Organisation of materials
2. Electoral Period-Focused Campaign Structure and Monitoring
3. Post-Electoral Period- Performance review and Strategy reform

CHAPTER 2

STEP TWO: SETTING CAMPAIGN GOALS

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The ultimate goal of almost every political campaign is to win election into political office. What is needed to be done here is to determine what must be done to achieve this victory. Too often campaigns forget to calculate how many votes will be needed to guarantee victory and determining where these votes will come from. They then spend their precious resources of time, money and people trying to talk to the whole population instead of the much fewer voters they will actually need to win. Here in doing these they will reduce the number of voters with whom they need to communicate too at a much more manageable size. As part of the research, all campaign plans should determine the total population of the district, the total number of voters, the expected votes cast, the number of votes needed to win and the number of households in which these voters live.

Using the best judgment and the information collated from past elections records the campaign should be able to determining the following factors.

WHAT IS THE TOTAL POPULATION OF THE STATE/COUNTRY?

“Total population” is all the people who live in the set constituency or district/state or country, Considering children too young to vote and people not registered in the district, this number should be larger than the total number of voters or in variable factors as is the case of Nigerian

registration exercise which is most time reviewed before every election period. So it's important to always watch-out for population migration.

Administrative Units/State Population Figures

Code	State	Capital	Area (sq.km.)	Population 1991-11-26 Census	Population 2006-03-21 Census
AB	Abia State	Umuahia	4,902.24	2,329,487	2,845,380
AD	Adamawa State	Yola	38,823.31	2,102,053	3,178,950
AK	Akwa Ibom State	Uyo	6,772.09	2,409,613	3,902,051
AN	Anambra State	Awka	4,816.21	2,796,475	4,177,828
BA	Bauchi State	Bauchi	49,933.87	4,351,007	4,653,066
BY	Bayelsa State	Yenagoa	9,415.76	0	1,704,515
BN	Benue State	Makurdi	31,276.71	2,753,079	4,253,641
BR	Borno State	Maiduguri	75,480.91	2,536,003	4,171,104
CR	Cross River State	Calabar	21,636.60	1,911,279	2,892,988
DL	Delta State	Asaba	17,239.24	2,590,491	4,112,445
EB	Ebonyi State	Abakaliki	6,421.23	0	2,176,947
ED	Edo State	Benin City	19,819.28	2,172,005	3,233,366
EK	Ekiti State	Ado-Ekiti	5,887.89	0	2,398,957
EN	Enugu State	Enugu	7,660.17	3,154,380	3,267,837
GM	Gombe State	Gombe	17,982.03	0	2,365,040
IM	Imo State	Owerri	5,182.82	2,485,635	3,927,563
JG	Jigawa State	Dutse	24,515.62	2,873,121	4,361,002
KD	Kaduna State	Kaduna	45,711.19	3,935,618	6,113,503
KN	Kano State	Kano	21,276.87	5,810,470	9,401,288
KT	Katsina State	Katsina	24,971.22	3,753,133	5,801,584
KB	Kebbi State	Birnin Kebbi	37,727.97	2,068,490	3,256,541
KG	Kogi State	Lokoja	29,581.89	2,147,756	3,314,043
KW	Kwara State	Ilorin	34,467.54	1,548,412	2,365,353
LG	Lagos State	Ikeja	3,496.45	5,725,116	9,113,605
NS	Nasarawa State	Lafia	27,271.50	0	1,869,377
NG	Niger State	Minna	74,108.58	2,421,563	3,954,772
OG	Ogun State	Abeokuta	16,980.55	2,333,726	3,751,140
ON	Ondo State	Akure	15,195.18	3,784,902	3,460,877
OS	Osun State	Oshogbo	8,699.84	2,158,143	3,416,959
OY	Oyo State	Ibadan	28,245.26	3,452,720	5,580,894
PL	Plateau State	Jos	27,216.95	3,318,257	3,206,531
RV	Rivers State	Port Harcourt	10,432.28	4,309,557	5,198,716
SK	Sokoto State	Sokoto	33,776.89	4,470,176	3,702,676
TR	Taraba State	Jalingo	60,291.82	1,512,184	2,294,800
YB	Yobe State	Damaturu	46,909.76	1,399,687	2,321,339
ZM	Zamfara State	Gusau	35,170.63	0	3,278,873
FC	Abuja FCT	Abuja	7,753.85	371,674	1,406,239
		Total	937,052.16	88,992,218	140,431,790

Source: National Bureau of Statistics, Table 4

Expanded administrative units/Record from few States in Nigeria

Code	State Local Area	Govt Capital	Area (sq.km.)	Population 1991-11-26 Census	Population 2006-03-21 Census
AB	Abia State	Umuahia	4,902.24	2,329,487	2,845,380
01	Aba North	Eziama Urata	22.96	86,331	107,488
02	Aba South	Aba	49.55	413,852	423,852
03	Arochukwu	Arochukwu	529.31	97,800	170,206
04	Bende	Bende	607.54	132,271	192,111
05	Ikwuano	Isiala-Oboro	284.08	52,214	137,993
06	Isiala-Ngwa North	Okpuala- Ngwa	285.44	93,336	153,734
07	Isiala-Ngwa South	Omuoba	260.40	98,575	134,762
08	Isiukwuato	Mbalano	397.65	155,379	114,442
09	Obi Ngwa	Mgboko	398.51	324,972	181,439
10	Ohafia	Ebem	442.71	148,985	245,144
11	Osisioma	Ngwa	199.39		219,632
12	Ugwunagbo		108.69		82,618
13	Ukwa East	Akwete	282.17	32,444	58,865
14	Ukwa West	Oke Ikpe	272.70	48,654	88,555
15	Umuahia North	Umuahia	246.96		220,660
16	Umuahia South	Apumuri	141.71		138,570
17	Umu-Nneochi	Nkwoagu Isuochi	372.50		163,928
x	Afikpo			107,633	
x	Afikpo South			69,725	
x	Ohaozara			135,247	
x	Onicha			111,965	
x	Umuahia			220,104	
AD	Adamawa State	Yola	38,823.31	2,102,053	3,178,950
01	Demsa		1,868.82	95,149	180,251
02	Fufore		5,078.14	158,137	207,287
03	Ganye		1,922.90	146,835	164,087
04	Girei		1,899.14		129,995
05	Gombi		1,126.14	88,635	146,429
06	Guyuk		777.53	70,526	177,785
07	Hong		2,697.61	117,240	169,126
08	Jada		2,847.96	124,856	168,473
09	Larmurde		1,200.47		112,803
10	Madagali		844.75	90,159	134,827
11	Maiha		1,303.60	83,192	111,215
12	Mayo-Belwa		1,806.45	125,073	153,129
13	Michika		994.21	117,684	155,302
14	Mubi North		926.55	245,460	151,072
15	Mubi South		424.70		128,937
16	Numan		927.57	130,450	90,723
17	Shelleng		1,396.01	52,477	149,069
18	Song		4,362.48	198,474	192,697
19	Toungo		5,569.41		52,040

CAMPAIGN STRATEGIES FOR POLITICAL SUCCESS

Code	State Local Area	Govt Capital	Area (sq.km.)	Population 1991-11-26 Census	Population 2006-03-21 Census
20	Yola North	Yola	733.60	257,706	198,247
21	Yola South	Yola	115.25		194,607
AK	Akwa Ibom State	Uyo	6,772.09	2,409,613	3,902,051
01	Abak	Abak	191.51	108,833	139,090
02	Eastern Obolo	Okoroete	121.28		60,543
03	Eket	Eket	168.66	82,610	172,557
04	Esit Eket	Uquo	169.16		63,701
05	Essien-Udim	Afaha Ikot Ebak	297.47	130,215	192,668
06	Etim Ekpo	Utu Etim Ekpo	207.49	119,203	105,418
07	Etinan	Etinan	176.18	90,085	169,284
08	Ibeno	Upenekang	244.95		75,380
09	Ibesikpo Asutan	Nung Udoe	155.69		137,101
10	Ibiono Ibom	Oko Ita	339.86		189,640
11	Ika	Urua Inyang	113.64		72,939
12	Ikono	Ibiaku Ikot Okpo	261.20	92,521	131,904
13	Ikot Abasi	Ikot Abasi	361.97	80,071	132,023
14	Ikot Ekpene	Ikot Ekpene	116.84	162,119	143,077
15	Ini	Odoro Ikpe	375.81	71,292	99,196
16	Itu	Mbak Atai Itam	176.15	186,089	127,033
17	Mbo	Enwang	216.69	67,302	104,012
18	Mkpat Enin	Mkpat Enen	331.85	104,127	178,036
19	Nsit Atai	Odod	135.33		74,595
20	Nsit Ibom	Afaha Offiong	142.96		108,611
21	Nsit Ubium	Ikot Edibon	207.28	73,826	128,231
22	Obot Akara	Nto Edino	239.57		148,281
23	Okobo	Okopedi	301.79	69,433	104,057
24	Onna	Abat	163.22	113,048	123,373
25	Oron	Oron	54.06	81,869	87,461
26	Oruk-Anam	Ikot Ibritam	527.40	126,726	172,654
27	Udung Uko	Eyofin	60.93		53,278
28	Ukanafun	Ikot Akpa Nkuk	248.25	85,944	127,033
29	Uruan	Idu Uruan	349.37	79,908	118,300
30	Urue-Offong/Oruko	Urue Offong	127.54	30,734	71,159
31	Uyo	Uyo	188.02	244,762	309,573
x	Ekpe-Atai			63,498	
x	Nsit Ekpo			63,570	
x	Uquo-Ibeno			81,828	
AN	Anambra State	Awka	4,816.21	2,796,475	4,177,828
01	Aguata		197.17	286,897	369,972
02	Anambra East		253.66		152,149
03	Anambra West		965.66		167,303
04	Aniocha		105.52	200,607	284,215
05	Awka North		356.03	60,728	112,192
06	Awka South		172.21	130,664	189,654
07	Ayamelum		596.19		158,152

Code	State Local Area	Govt Capital	Area (sq.km.)	Population 1991-11-26 Census	Population 2006-03-21 Census
08	Dunukofia		66.32		96,517
09	Ekwusigo		117.67		158,429
10	Idemili North		138.53		431,005
11	Idemili South		116.74		206,816
12	Ihiala		254.32	188,060	302,277
13	Njikoka		96.22	126,516	148,394
14	Nnewi North		60.48	201,763	155,443
15	Nnewi South		175.76	147,428	233,362
16	Ogbaru		458.00	191,761	223,317
17	Onitsha North		42.60		125,918
18	Onitsha South		10.12	135,290	137,191
19	Orumba North		300.57	127,476	172,773
20	Orumba South		194.44	92,716	184,548
21	Oyi		138.02	204,041	168,201
x	Anambra			158,702	
x	Idemili			422,672	
BA	Bauchi State	Bauchi	49,933.87	4,351,007	4,653,066
01	Alkaleri		6,092.83	257,871	328,284
02	Bauchi		3,806.62	356,923	493,730
03	Bogoro		919.94		83,809
04	Damban		1,121.47		150,212
05	Darazo		3,128.72	163,831	249,946
06	Dass		551.78	50,281	90,114
07	Gamawa		3,055.90		284,411
08	Ganjuwa		5,239.24	144,758	278,471
09	Giade		694.58		156,022
10	Itas/Gadau		1,459.51	135,707	228,527
11	Jama'are		513.70	70,436	117,482
12	Katagum		1,496.56	195,066	293,020
13	Kirfi		2,448.54		145,636
14	Misau		1,275.19	219,181	261,410
15	Ningi		4,802.04	279,993	385,997
16	Shira		1,374.84	254,079	233,999
17	Tafawa-Balewa		2,590.06	179,372	221,310
18	Toro		7,168.23	209,253	346,000
19	Warji		649.56		114,983
20	Zaki		1,544.57	163,916	189,703
x	Akko			235,592	
x	Balanga			129,099	
x	Billiri			86,557	
x	Damawa			181,220	
x	Dukku			156,825	
x	Gombe			288,562	
x	Kaltungo			175,123	
x	Nafada			195,526	
x	Yamaltu/Deba			221,836	

CAMPAIGN STRATEGIES FOR POLITICAL SUCCESS

Code	State Local Area	Govt Capital	Area (sq.km.)	Population 1991-11-26 Census	Population 2006-03-21 Census
BY	Bayelsa State	Yenagoa	9,415.76	0	1,704,515
01	Brass		1,410.76		184,127
02	Ekeremor		1,820.23		269,588
03	Kolokuma/Opukuma		363.33		79,266
04	Nembe		763.88		130,966
05	Ogbia		699.01		179,606
06	Sagbama		951.65		186,869
07	Southern Ijaw		2,695.86		321,808
08	Yenegoa		711.02		352,285
BN	Benue State	Makurdi	31,276.71	2,753,079	4,253,641
01	Ado		1,238.19	104,137	184,389
02	Agatu		1,034.30		115,597
03	Apa		1,013.46	106,518	96,780
04	Buruku		1,267.05	130,450	206,215
05	Gboko		1,866.33	308,421	361,325
06	Guma		2,938.69	116,336	194,164
07	Gwer East		2,334.05	117,630	168,660
08	Gwer West		1,114.24	74,588	122,313
09	Katsina-Ala		2,441.89	233,353	225,471
10	Konshisha		1,699.90	145,614	226,492
11	Kwande		2,933.66	180,327	248,642
12	Logo		1,433.53		169,570
13	Makurdi		835.62	239,889	300,377
14	Obi		429.19		98,707
15	Ogbadibo		607.08	89,497	130,988
16	Ohimini		642.52		70,688
17	Oju		1,301.76	171,525	168,491
18	Okpokwu		742.56	90,241	175,596
19	Oturkpo		1,290.83	192,258	266,411
20	Tarka		377.68		79,280
21	Ukum		1,541.57	167,266	216,983
22	Ushongo		1,247.53	123,166	191,935
23	Vandeikya		945.09	161,863	234,567
BR	Borno State	Maiduguri	75,480.91	2,536,003	4,171,104
01	Abadam		4,172.27		100,065
02	Askira-Uba		2,431.83	123,334	143,313
03	Bama		5,158.87	195,377	270,119
04	Bayo		985.78		79,078
05	Biu		3,423.86	109,253	175,760
06	Chibok		1,392.00		66,333
07	Dambo		6,426.18	137,824	233,200
08	Dikwa		1,836.89	75,760	105,042
09	Gubio		2,575.09	43,589	151,286
10	Guzamala		2,631.44		95,991
11	Gwoza		2,973.15	145,868	276,568

Code	State Local Area	Govt Capital	Area (sq.km.)	Population 1991-11-26 Census	Population 2006-03-21 Census
12	Hawul		2,160.99	86,964	120,733
13	Jere		900.72		209,107
14	Kaga		2,802.46	51,971	89,996
15	Kala/Balge		1,962.13		60,834
16	Kondunga		6,065.89	131,650	157,322
17	Kukawa		5,124.41	131,393	203,343
18	Kwaya Kusar		754.69	83,087	56,704
19	Mafa		2,976.99	45,436	103,600
20	Magumeri		5,057.61	53,068	140,257
21	Maiduguri		137.36	653,401	540,016
22	Marte		3,280.02	59,907	129,409
23	Mobbar		2,925.97	111,514	116,633
24	Monguno		1,993.20	68,510	109,834
25	Ngala		1,519.82	130,972	236,498
26	Nganzai		2,572.35	30,861	99,074
27	Shani		1,238.93	66,264	100,989
CR	Cross River State	Calabar	21,636.60	1,911,279	2,892,988
01	Abi		284.90		144,317
02	Akamkpa		5,049.99	118,472	149,705
03	Akpabuyo		813.68	103,952	272,262
04	Bakassi		462.62		31,641
05	Bekwara		310.00		105,497
06	Biase		1,323.39	101,121	168,113
07	Boki		2,805.71	145,010	186,611
08	Calabar Municipality		142.74	328,876	183,681
09	Calabar South		185.50	191,515	
10	Etung		823.92		80,036
11	Ikom		1,984.36	185,533	163,691
12	Obanliku		1,070.63	48,611	109,633
13	Obubra		1,127.42	134,225	172,543
14	Obudu		459.46	84,799	161,457
15	Odukpani		1,366.23	122,352	192,884
16	Ogoja		985.60	168,504	171,574
17	Yakurr		676.86		196,271
18	Yala		1,763.59	156,599	211,557
x	Ugep North			78,452	
x	Ugep South			134,773	
DL	Delta State	Asaba	17,239.24	2,590,491	4,112,445
01	Aniocha North		411.01	60,998	104,062
02	Aniocha South		877.34	107,034	142,045
03	Bomadi		129.77	108,494	86,016
04	Burutu		1,949.72	167,648	207,977
05	Ethiope East		383.54	113,929	200,942
06	Ethiope West		541.27	105,861	202,712
07	Ika North East		467.94	126,560	182,819

CAMPAIGN STRATEGIES FOR POLITICAL SUCCESS

Code	State Local Area	Govt Capital	Area (sq.km.)	Population 1991-11-26 Census	Population 2006-03-21 Census
08	Ika South		440.24	109,204	167,060
09	Isoko North		481.42	111,919	143,559
10	Isoko South		709.46	150,836	235,147
11	Ndokwa East		1,632.24	75,578	103,224
12	Ndokwa West		823.71	182,827	150,024
13	Okpe		448.72	268,488	128,398
14	Oshimili North		515.51		118,540
15	Oshimili South		270.54		150,032
16	Patani		218.55		67,391
17	Sapele		454.03	142,652	174,273
18	Udu		131.74		142,480
19	Ughelli North		824.74	166,029	320,687
20	Ughelli South		791.43	139,748	212,638
21	Ukwuani		412.98		119,034
22	Uvwie		95.90		188,728
23	Warri North		1,855.26	90,893	136,149
24	Warri South		638.17	235,750	311,970
25	Warri South West		1,734.04		116,538
x	Oshimili			126,043	
EB	Ebonyi State	Abakaliki	6,421.23	0	2,176,947
01	Abakaliki		591.40		149,683
02	Afikpo North		242.80		156,649
03	Afikpo South		381.74		157,542
04	Ebonyi		449.47		127,226
05	Ezza North		308.35		146,149
06	Ezza South		328.18		133,625
07	Ikwo		583.96		214,969
08	Ishielu		883.77		152,581
09	Ivo		247.49		121,363
10	Izzi		1,083.17		236,679
11	Ohaozara		315.20		148,317
12	Ohaukwu		523.88		195,555
13	Onicha		481.85		236,609
ED	Edo State Benin City		19,819.28	2,172,005	3,233,366
01	Akoko – Edo		1,392.13	123,686	261,567
02	Egor		93.84		340,287
03	Esan Central		342.84	110,164	105,242
04	Esan North East		255.74	88,687	121,989
05	Esan South East		1,322.78	83,643	166,309
06	Esan West		508.38	89,628	127,718
07	Etsako Central		669.49		94,228
08	Etsako East		1,150.14	138,397	147,335
09	Etsako West		958.92	126,112	198,975
10	Igueben		384.60		70,276
11	Ikpoba-okha		870.71		372,080

Code	State Local Area	Govt Capital	Area (sq.km.)	Population 1991-11-26 Census	Population 2006-03-21 Census
12	Oredo		251.62	801,622	374,515
13	Orhionmwon		2,405.15	147,537	183,994
14	Ovia North East		2,325.51	121,769	155,344
15	Ovia South West		2,832.09	80,692	138,072
16	Owan East		1,257.68	90,927	154,630
17	Owan West		741.20	70,374	99,056
18	Uhunmwonde		2,056.45	98,767	121,749
EK	Ekiti State	Ado-Ekiti	5,887.89	0	2,398,957
01	Ado Ekiti		297.85		313,690
02	Aiyekire (Gbonyin)		397.37		147,999
03	Efon		235.48		87,187
04	Ekiti East		325.89		138,340
05	Ekiti South West		350.59		165,087
06	Ekiti West		371.32		179,600
07	Emure		305.30		94,264
08	Ido-Osi		235.30		160,001
09	Ijero		396.97		221,873
10	Ikere		266.45		148,558
11	Ikole		1,090.64		170,414
12	Ilejemeje		96.51		43,459
13	Irepodun/Ifelodun		361.75		131,330
14	Ise/Orun		438.23		113,951
15	Moba		202.80		145,408
16	Oye		515.45		137,796
EN	Enugu State	Enugu	7,660.17	3,154,380	3,267,837
01	Aninri		367.76		136,221
02	Awgu		451.44	232,245	197,292
03	Enugu East		388.40		277,119
04	Enugu North		107.73	327,464	242,140
05	Enugu South		68.29	137,050	198,032
06	Ezeagu		640.84	112,754	170,603
07	Igbo-Etiti		329.88	138,401	208,333
08	Igbo-Eze North		297.71	139,290	258,829
09	Igbo-Eze South		160.13	75,641	147,364
10	Isi-Uzo		889.62	197,395	148,597
11	Nkanu East		804.63		153,591
12	Nkanu West		227.57		147,385
13	Nsukka		491.13	220,411	309,448
14	Oji-River		407.87	86,361	128,741
15	Udenu		251.85		178,687
16	Udi		908.71	160,500	238,305
17	Uzo-Uwani		866.62	88,112	127,150
x	Abakaliki			219,415	
x	Ezza			195,810	
x	Ikwo			154,396	

Code	State Local Area	Govt Capital	Area (sq.km.)	Population 1991-11-26 Census	Population 2006-03-21 Census
x	Ishielu		128,720		
x	Izzi		161,349		
x	Nkanu		209,444		
x	Ohaukwu		169,622		
GM	Gombe State	Gombe	17,982.03	0	2,365,040
01	Akko	Kumo	2,705.97		337,435
02	Balanga	Talasse	1,670.89		211,490
03	Billiri	Biliriike	757.45		202,680
04	Dukku	Dukku	3,948.89		207,658
05	Funakaye	Basoga	1,463.02		237,687
06	Gombe	Gombe	53.43		266,844
07	Kaltungo	Kaltungo	905.88		160,392
08	Kwami	Sidi	1,844.87		193,995
09	Nafada (Bajoga)	Nafada	1,643.72		140,185
10	Shomgom	Both	946.83		150,948
11	Yamaltu/Deba	Deba	2,041.10		255,726
IM	Imo State	Owerri	5,182.82	2,485,635	3,927,563
01	Aboh-Mbaise		186.12	115,360	194,779
02	Ahiazu-Mbaise		114.77	96,170	170,824
03	Ehime-Mbano		170.27	97,145	130,575
04	Ezinihitte		110.32	92,462	168,767
05	Ideato North		192.21	118,519	156,161
06	Ideato South		89.38	79,236	159,654
07	Ihite/Uboma		104.98	69,009	119,419
08	Ikeduru		180.40	108,367	149,737
09	Isiala-Mbano		167.20	106,170	197,921
10	Isu		40.44	143,656	164,328
11	Mbaitoli		205.93	148,531	237,474
12	Ngor-Okpala		566.01	135,711	157,858
13	Njaba		84.77		143,485

Source: National Bureau of Statistics, Table 5

WHAT IS THE TOTAL NUMBER OF VOTERS?

“Total number of voters” is all the voters in the constituency, district, or state who are registered eligible voters and who can possibly vote on the Election Day. There are many legitimate voters in every society but not all are eligible to vote, because they are not registered on the voters register for the electoral station. Thus, with the new improved “Direct

Data Capture Machine system”, not without its failings as seen in the information and table below, this could be a guided process on understanding voter’s figures and the logistics.

S/N	STATE	Duplicates Registration Recorded	Final Reg’ Figure (March '11)	Provisional Regn Figure (Feb 2011)	2006 Reg’ n (Released Feb. 2007)	2003 Reg’ n	1999 Reg’ n	2006 Cens us (Final)
			A	B	D	E	F	G
	STATE SUMMARI ES							
	SOUTH- WEST							
1	Ekiti	2,868	764,726	750,753	771,228	981,753	1,077,195	2,398,957
2	Lagos	13,932	6,108,069	6,247,845	4,204,000	4,558,216	4,091,070	9,113,605
3	Ogun	2,868	1,941,170	1,869,326	1,466,308	1,576,875	1,559,709	3,751,140
4	Ondo	14,761	1,616,091	1,558,975	1,356,779	1,504,181	1,333,617	3,460,877
5	Osun	14,762	1,293,967	1,293,967	1,297,297	1,367,627	1,496,058	3,416,959
6	Oyo	14,720	2,572,140	2,577,490	1,793,475	2,209,953	2,362,772	5,580,894
	TOTAL SW	63,911	14,296,163	14,298,356	10,889,087	12,198,605	11,920,421	27,722,432
	SOUTH- EAST							
7	Abia	17,522	1,524,484	1,481,191	1,365,641	1,285,428	1,321,875	2,845,380
8	Anambra	33,747	2,011,746	1,758,220	1,844,819	1,859,795	2,221,384	4,177,828
9	Ebonyi	3,917	1,050,534	876,249	929,375	1,002,771	902,327	2,176,947
10	Enugu	9,401	1,303,155	1,301,185	1,201,697	1,479,542	1,466,145	3,267,837
11	Imo	11,082	1,687,293	1,611,715	1,372,975	1,630,494	1,746,673	3,927,563
	TOTAL SE	75,669	7,577,212	7,028,860	6,714,507	7,258,030	7,658,404	16,395,555
	SOUTH- SOUTH							
12	Akwa Ibom	8,738	1,616,873	1,714,781	1,408,197	1,624,495	1,450,367	3,902,051
13	Bayelsa	14,513	591,870	472,389	955,279	765,472	873,000	1,704,515
14	C/River	39,085	1,148,486	1,018,550	1,139,735	1,289,192	1,142,876	2,892,988
15	Delta	17,166	2,032,191	1,900,055	1,626,930	1,607,337	1,794,361	4,112,445
16	Edo	6,277	1,655,776	1,412,225	1,345,410	1,432,891	1,380,418	3,233,366
17	Rivers	42,309	2,429,231	2,419,057	2,585,317	2,272,238	2,202,655	5,198,716
	TOTAL SS	128,088	9,474,427	8,937,057	9,060,868	8,991,625	8,843,677	21,044,081
	NORTH- WEST							
18	Jigawa	23,148	2,013,974	1,852,698	1,722,352	1,636,657	1,567,423	4,361,002
19	Kaduna	95,563	3,905,387	3,565,762	3,374,245	2,620,999	2,536,702	6,113,503
20	Kano	10,784	5,027,297	5,135,415	4,072,597	4,000,430	3,680,990	9,401,288
21	Katsina	132,062	3,126,898	2,931,668	2,589,047	2,567,245	2,151,112	5,801,584
22	Kebbi	4,960	1,638,308	1,603,468	1,345,047	1,343,549	1,172,054	3,256,541
23	Sokoto	8,471	2,267,509	2,065,508	1,409,337	1,476,691	1,274,060	3,702,676
24	Zamfara	4,062	1,824,316	1,746,024	1,330,573	1,515,622	1,112,627	3,278,873
	TOTAL NW	279,050	19,803,689	18,900,543	15,843,198	15,161,193	13,494,968	35,915,467
	NORTH- EAST							
25	Adamawa	9,773	1,816,094	1,714,860	1,315,950	1,280,204	1,260,956	3,178,950
26	Bauchi	7,481	2,523,614	1,835,562	2,211,463	2,130,557	1,941,913	4,653,066
27	Borno	21,164	2,380,957	2,730,368	2,191,902	2,156,019	1,822,987	4,171,104
28	Gombe	18,730	1,318,377	1,266,993	1,410,234	1,263,287	1,108,171	2,365,400

SOUTH-EAST	75,669	7,577,212	7,028,560	6,714,507	7,258,030	7,658,404	16,395,555
SOUTH-SOUTH	128,088	9,474,427	8,937,057	9,060,868	8,991,625	8,843,677	21,044,081
TOTAL SOUTH	267,668	31,347,802	30,263,973	26,664,462	28,448,260	28,422,502	65,162,068
NORTH-WEST	279,050	19,803,689	18,900,543	15,843,198	15,161,193	13,494,968	35,915,467
NORTH-EAST	101,661	10,749,059	10,038,119	9,299,443	8,823,766	7,992,211	18,984,299
NORTH-CENTRAL	221,280	10,684,017	7,675,369	9,002,683	7,761,703	7,645,845	18,963,717
TOTAL NORTH	601,991	41,236,765	36,614,031	34,145,324	31,746,662	29,133,024	73,863,483
TOTAL FCT	953	943,473	886,323	756,862	628,100	385,399	1,406,239
TOTAL COUNTRY	870,612	73,528,040	67,764,327	61,566,648	60,823,022	57,940,925	#####
REGIONAL SUMMARIES							
SOUTH	267,668	31,347,802	30,263,973	26,664,462	28,448,260	28,422,502	65,162,068
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TOTAL COUNTRY	870,612	73,528,040	67,764,327	61,566,648	60,823,022	57,940,925	#####

TABLE 6: 2011 FINAL VOTERS REGISTRATION BY STATE & GEOPOLITICAL ZONES

Updated Summaries (Mainly of Double Registration Information):

**Duplicate (or Double) Registrations: Top 10 are Niger (142,040), Katsina (132,062), Kaduna (95,563), Rivers (42,309), Benue (42,042), Taraba (41,069), Cross-River (39,085), Anambra (33,747), Jigawa (23,148) and Borno (21,164). Least was FCT (953)*

**Geopolitical double registrations (in decreasing order of magnitude) are North-West (279,050), North-Central (221,280), South-South (128,088), North-East (101,661); South-East (75,669), and South-West (63,911)*

**Duplicate registrations of North-West (279,050) more than that of the whole South (267,668)*

**Strange numbers for double registrations: Ondo (14,761), Osun (14,762), Oyo (14,720).... Hmmm....*

No change in total registration (in 1 state): Osunstate (1,293,967) – but is it the only “clean” state? **NOT QUITE....14,762 double registrations after all!*

Previous Summaries (updated):

**Final Total: 73,528,040 Provisional: 67,764,327 Percentage Increase: 8.5%*

Increases (in 30 States+FCT): SW: Ekiti (+1.9%), Ogun (+3.8%), Ondo (+3.7%); SE: Abia (+2.9%), Anambra (+14.4%), Ebonyi (+19.9%), Enugu (0.2%), Imo (+4.7%), SS: **Bayelsa (+25.3%), Cross-River (+12.8%), Delta (+7.0%), Edo (+17.2%), Rivers (0.4%); NW: Jigawa (+8.7%), Kaduna (+9.52%), Katsina (+6.7%), Kebbi (+2.1%), Sokoto (+9.8%), Zamfara (+4.5%) NE: Adamawa (+5.9%), **Bauchi (+37.5%)**, Gombe (+4.1%), Taraba (+2.1%), Yobe (16.2%); NC: **Benue (+68.9%)**, Kogi (+8.3%), Kwara (+3.3%), **Niger (+201.5%)**, Nassarawa (+13.5%), Plateau (13.9%), FCT (+6.4%)*

**Decreases (in 5 States): Lagos (-2.2%), Oyo 9-0.2%), Akwa-Ibom (-5.7%), Kano (-2.1%), Borno (-1.3%)*

WHAT IS THE EXPECTED TURNOUT?

“Expected turnout” is the expected votes cast at the election. Not every voter will vote. Often we can determine how many voters will vote by looking at past similar elections. If there was 70% turn out in the last general election and there are no added factors to change the situation, in terms of internal migrations one might figure that about 70% would still vote in the next general election. If on the other hand, there were changes, we may want to estimate a different percentage of voters that would turn out at the next

Election - possibly between 75% and 80%. In the case of Nigeria, changes are already taking place with the increasing number of people moving from rural areas to urban city centres, garnering more voters percentage

in most urban areas, and in these case with the raising number of urban centres across many states the shift in population would in long-term affect the voters concentration and voting pattern at the last general election.

HOW MANY VOTES ARE NEEDED TO WIN?

This is a very speculative number. What we would be looking out for here is the total number of votes needed to guarantee victory at the election. Again, in the case of Nigeria, were in recent time elections are highly predictable, the campaign team would have to work hard to secure the majority of votes cast to win the election. This would be 50% of turnout plus one vote or less if there are more than two candidates. How many actual votes will guarantee the election victory? We should be conservative and err on the side of too many votes rather than too few votes. Thus, with resent election out-comes in both Edo and Ondo states it's becoming very obvious that Nigerian electorate and the civil society are gradually over-coming the forces of electoral fraud and rigging, which has endangered the democratic process with pervious election and as such are unable to determine the number of actual votes from real voters. But with the renewed spirit of One-Man-One-vote which was some how demonstrated by the electorate in the case of the last two state elections where-by any form of vote rigging was subdued , thus this has always been the case through-out the country but the system has not proved itself of any use until recently when the electorate began to get more involve with voting processes, it is now invariably certain that one could cumulatively work-out the number of actual votes needed to win an election by following a systemic procedure.

HOW MANY HOUSEHOLDS DO THESE VOTERS LIVE IN?

On average, let's say that there are two voters per household. Some families may have three or four voters living in the same house. Some voters may

be single and live alone. Now, if we think that a husband and wife are likely to vote the same way (although they don't always), we can sometimes assume that if we talk to one member of the family, then there could be an expectation of getting the second vote. So, how many households would we need to communicate with to receive the number of votes needed to win the election?

BRINGING IT ALL TOGETHER

How does all this come together? Assuming that the constituency or district has a population of 100,000 people. Of this population, there are 30,000 children below voting age and other non-registered voters, leaving a total number of 70,000 voters. In the last general election in the constituency, there was 75% turnout of voters, or 57,500 votes cast. We could assume it will be the same at the next election. The target is 50% plus one vote or 20,751 votes. However, if there is a third (or even more) Candidates, we would need some number lower than this. If we figure an average of two voters per household, this would come to about 9,380 households. Let's round up the figure to 19,000 voters and 10,000 households.

Now, we cannot assume that every voter you talk too will be persuaded to vote for you. So we should plan to communicate with a larger number of voters in order to receive the votes from 19,000 voters or 10,000 households. Suppose we persuade seven out of every 10 voters we communicate with to vote for the candidate (however, in our campaign the proportion may be substantially less than that). In this scenario, we will need to talk to 54,000 voters or 13,000 households in order to be assured of support from 17,000 voters or 8,500 households ($28,000 \times 0.7 = 19,600$ and $15,000 \times 0.7 = 10,500$).

It is still a lot easier to talk with and try to persuade 15,000 families than it is to talk to and try and persuade 57,500. This whole process is indeed narrowing the group of people we need to persuade down to a much smaller size.

CAMPAIGN FACTORS

Using the researched information and making an informed decision one should answer the following questions and incorporate the answers into a campaign plan:

1. How many people (not just voters) live in the whole area?
2. How many of these people are able to vote at the election (Eligible)?
3. What percentage of these voters do we expect to vote in the election (Persuaded)?
4. How many expected voters is this in real numbers (55%)?
5. How many candidates will be running for the position (2-10)?
6. How many of these candidates could be considered serious (3)?
7. If the election were held today, what percentage of the vote do we think each candidate would receive (10%-25%)?
8. What percentage of the votes cast will be needed to win (50.5%)?
9. How many votes cast in real numbers are needed to win (20,750)?
10. On average, how many voters live in one household?
11. Do these voters living in the same household all tend to vote for the same candidate?
12. If they do tend to vote for the same candidate, how many households would we need to receive the support to guarantee victory?
13. If we talk to ten average voters, how many can we persuade to vote for the candidate?
14. How many households would we need to communicate with the campaign message to reach enough voters to achieve victory?

CHAPTER 3

STEP THREE: TARGETING THE VOTERS

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WHAT IS TARGETING?

Once a candidate decides how many votes that is needed to win the election and, therefore how many voters that is needed to persuade to support his/her candidacy, then there is need to determine what makes these voters different from other voters who will not support the candidate. This process is called **“targeting the voters”** or simply **“targeting.”** The point of targeting is to determine which subsets of the voting population are most likely to be responsive to the candidate and then focusing our campaign efforts on these groups of voters.

Going back on the principles of **“Step One: Research,”** where it asked to break voters down into more manageable groups. It was said then that there would be need to use the information collected when we target particular voters. Here we would see how to use the information.

WHY TARGET VOTERS?

Targeting is important for two reasons. **First**, we want to conserve those precious campaign resources of time, money and people, and **second**, we want to develop a message that will best persuade those voters that we still need to convince to vote for the candidate.

CONSERVING CAMPAIGN RESOURCES

If we develop campaign literature for everyone in the constituency/ local area, and try to shake the hand of every voter in the constituency, then we would be wasting a lot of money and a lot of time on people who will not vote for the candidate, no matter what the campaign says or do on the ground.

If, on the other hand, we could identify a smaller but significant group of voters who will most likely be persuaded by the campaign message. We would then be able to concentrate our campaign efforts on them and at the end we would most-likely have more resources to repeat our message over and over again, until it seems that they have no choice but to vote for our candidate.

Suppose, for example, that the campaign decide that we need to communicate to about 40% of the voters to win. And as such are able to identify exactly which voters were most likely to deliver that 40%, then our campaign would reach them with one-third of the resources that we could need for an untargeted campaign. Put another way, if our campaign had the resources to reach every voter in the district on one time contact, then we could instead focus our efforts to reach our most likely supporters three times.

Candidates that do not take the time to target their voters have lost the right to complain about scarce campaign resources.

PERSUADING TARGET VOTERS

In this section, a good bit of time would be devoted discussing the campaign message. Before that however, there is need to determine who the best audience for that message will be. This will help in determining what can be said that is likely to persuade voters.

An important rule to remember is that as a party or candidate tries to

reach a broader and wider audience, then that party's or candidate's message becomes diffused and weaker for each part of that audience. Ultimately, the party or candidate that promises everything to everybody has an empty message that no voter will find credible or compelling.

The goal of targeting, therefore, should be to focus the campaign effort on a range of voters that can deliver approximately the same number of votes that would be set as the campaign goal in **Step Two**. If the targeted audience is too narrow, it will not attract enough votes to win. If the target audience is too broad, the campaign message will become diffused, and candidates with better focus will steal parts of the message - and the electorate from the actual campaign goal.

Generally speaking, there are three types of voters: **'Candidate supporters, the opponents' supporters and the undecided voters who are yet to make up their minds.** The **candidate supporters** are those who have already decided to vote for the candidate. The opponents' **supporters** are those who have already decided to vote for the opponents. Those voters in the **middle** who have not yet decided and still need to be persuaded to vote for one or the other candidates are called **"persuadable voters"**. It is some portion of these persuadable voters who we would want to target and with whom we would want to communicate our campaign message too. Remember that a **political campaign** is a communication process.

HOW TO TARGET VOTERS

Once the campaign team have determined that it needs to persuade only about half of the electorate or less to vote for the candidate, then it needs to figure out what makes its potential voters different from the others. There are two logical ways to determine this: **Geographic targeting** and **Demographic targeting**.

Most campaigns will use some combination of both methods.

GEOGRAPHIC TARGETING

Nigeria is made up of 389 ethnic groups distributed among 776 local government areas, within 36 states and the federal capital territory, Nigeria has a very diverse ethnic mix groups – the Hausa/ Fulani, Igbo and Yoruba, which are regarded as the major ethnic groups; they dominated the three regions into which the country was divided before 1967. Population density and migrations have resulted in ethnic diversity within many States. Minorities who have moved from one State to another are defined as “non-indigenes” and may legally be denied access to political representation, services and assets in the State where they have settled. Many but not all, of these ethnic groups have a patrilineal system of kinship, tracing descent, identity and inheritance through the male line. Which is the reason why Nigeria is referred to as our “Fatherland”?

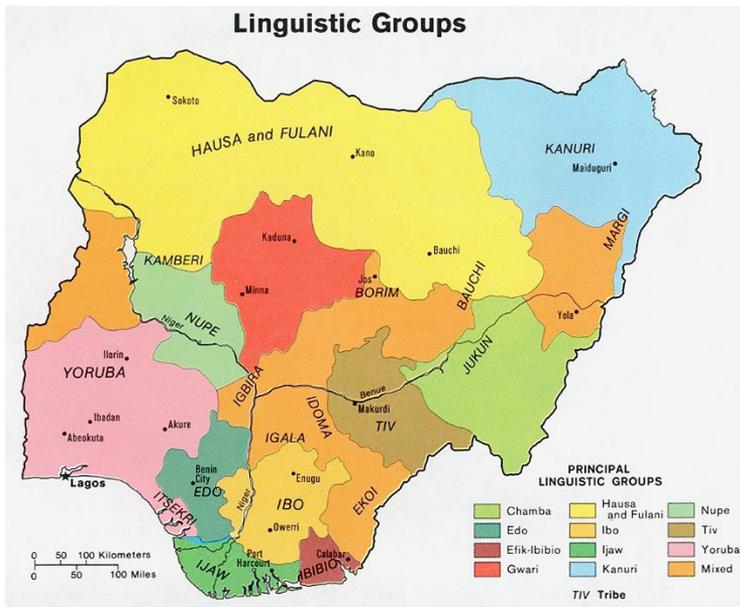


FIGURE 2: The map shows Nigerian electoral Map 2011

Geographic targeting is simply determining who will vote for the candidate based on where they live. For example, let's say that **candidate "A"** lives in **town "A"** and is well known and liked by her neighbours and community. **Candidate "B"** lives in **town "B"** and is well known and liked by his neighbours and community.

Most of candidate "A's" supporters are going to come from town "A" and he/ she needs to go to town "C" to persuade those residents who are not already committed to a candidate in the election that he/she is the best candidate. She/he would be foolish and wasting his/her time to go to town "B" and try to persuade those residents and neighbours of candidate "B" to vote for him/her, these is a common factor in Nigerian politics with regards to the rising issues of zoning electoral offices within the federal and state structures, which is invariably affecting voters behaviour and response on election results.

This is a very simple example, though there are elections where the targeting is that easy. More often the campaign will have to look at past elections records to determine past performance, the persuadability of the voters and the expected turnout. This can best be done where data can be obtained for past elections down to the precinct level (the smallest geographic area in which votes are cast and tabulated).efforts should be made to access information on INEC voter's registration data system.

Past performance is the percentage of votes that the candidate, the party or a similar candidate received at the past elections. Precincts with high performance contain the most likely supporters. In theory, a campaign should not spend resources on very high-performance precincts; after all, it makes little sense to try to persuade voters who will already vote for the candidate. However, most campaigns should most time spend resources in areas with a history of voting for the candidates and party in order to solidify their base of support before reaching out to other potential supporters.

These areas will also generate volunteers and donations for the campaign, if asked.

The persuasive ability of voters is the percentage of voters in an electoral unit that do not vote in a consistent way. It is the difference in percentage of votes for similar candidates either in the same election or two consecutive elections. Voters either “split” their vote (vote for candidates of different orientations in the same election) or “shift” their vote (vote for candidates of different orientations over the course of two or more elections).

In Nigerian context, “**vote splitting**” could be seen in the form of a shared interest where constituencies would be constituencies that voted for one party or candidate at the state level and a different party or candidate at the federal level on the same election day this could be seen at the last general election in April 2011.

Example: At the 2011 April general election there was an invisible campaign strategy by some party leaders which resulted on the “Split Voting” pattern with some States in the South-West and South-East Nigeria, such as; Lagos, Ogun, Oyo, Imo, Anambra, and Ekiti etc; voting for ACN and APUGA at the state level and then went on to Split the vote at the federal level by voting for the PDP presidential candidate (Dr Good-Luck Jonathan) who eventually won the election by a simple majority. Although there were strong suggestions of an informed ‘Split-Voting’ were-by voters were persuaded and mobilized to vote in a specific direction, rather than voters actually reacting to their self-will of ‘Political Behaviour’.

On the other hand “**Vote shifting**” the constituencies would be constituencies that voted, for a particular party or candidate in the first election, and then at the next election decide to vote-in another party or candidate.

Example: In the 2007 April general election PDP retained most of the states in South-West as the electorate voted for the party, and out of strong persuasion the electorate then voted for ACN in April 2011 at the state level removing the PDP dominance from the region completely

It is generally considered that “**vote splitters**” and “**vote shifters**” are the voters most likely to be persuaded by a campaign’s efforts.

Because of this, most campaigns spend the majority of their effort on posters, door - door, etc. - in constituencies with high persuadability. This strategy makes a good lot of sense. In the case of Nigeria these form of voter's behaviour could have its positive or negative impacts on the zoning system of electoral offices.

Expected turnout can be determined by the percentage of voters who turned out in the most recent similar election. It makes no sense to spend campaign resources on people who will not vote, so a strategic campaign plan should spend more resources on precincts with a history of higher turnout.

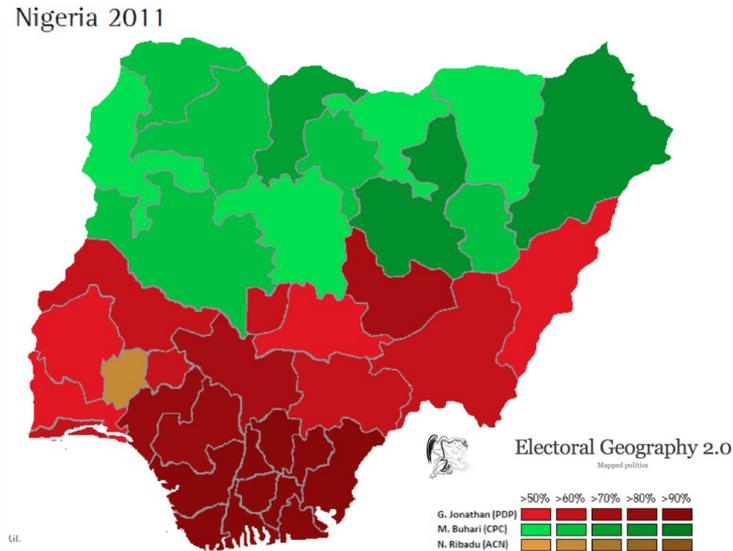


FIGURE 3: Nigerian Geo-political Map 2011

DEMOGRAPHIC TARGETING

With an estimated population of 167 million in 2011 and expected to reach around 170million by 2015, Nigeria is easily the most populous country in sub-Saharan Africa. One in every four people in sub-Saharan Africa lives in Nigeria. Africa's development prospects are tied into what happens here. Up to half of the Nigerian population (50%) spend most

or all of their lives in rural areas where they make a living mainly off the land but also increasingly from agriculture-related non-farm activities and wage employment. 80.2 million (49%) of Nigeria's 167 million people are women, although only 15% of the households are categorised **de jure** as female-headed. Figures are not available on the number of households managed by women, but there are suggestions that the high rate of male migration, especially in rural areas, means that de facto female-headed households are a substantial majority. Some 39% of the population are children below the age of 15.

Demographic targeting is splitting the voting population into various groups or subsets of the population. These groups can be based on age, gender, income, level of education, occupation, ethnic background or any other distinct grouping. The point of breaking the population down like this is that similar people are likely to have similar concerns and vote for the same candidate.

We can then mix groups into cross-sets or break them down further into subsets of subsets. For example, breaking the population down by gender may give us roughly 50% of population for men and for women (do not assume this is always the case). Working women would be a smaller subset of women. Working women with children would be an even smaller subset of working women. Working women with children are likely to have very particular concerns about managing the home and childcare that, which if the candidate addresses, is liable to persuade a large percentage of them to vote for him or her.

The trick here is for the group not to be so small as to be insignificant. A '**Centre-left**' ideologist would have specific concerns on a socio-economic policies as well as a socio-democratic principles, (they are constantly jostled by '**Centre-right**' thinkers), who focus more attention on liberal economy and an open-market, but winning both of the '**Centre-left thinkers**' votes will not move the candidate much closer toward an election victory!

While geographic targeting looks specifically at where people live and their past voting results, demographic targeting also includes a discussion of where and how one finds those people who have similar demographics. For example, where do working women with

children gather? Where do they get their information? Where might we go to find this demographic group in order to communicate our message to them? Equally important in identifying which demographic groups we want to target is the discussion of where we can find them. Mainly at schools, Or in Parent-Teacher Associations, Student Unions, Trade Union meetings, Market women's associations, or social women groups and community associations.

The Demographic Groups

Often when determining which groups will be persuaded to vote for a candidate, we should look for groups to which the candidate belongs. Let us take for example; a candidate who is a 35-year-old, university educated working class, married with a son and a daughter in school, living in the big city in the state. His target groups are going to be young people between the ages of 25 and 40, educated, working class people, and parents with school age children. He is less likely to appeal to groups of the voting population to which he does not belong. This occurs because voters tend to look for candidates that they believe understand them and the problems they face. He will have less appeal to pensioners, traders with less education, and farmers from the rural part of the state whose problems are different than the one he faces directly.

If there are enough votes in his target groups to win and he is the best candidate to appeal to these voters, then he need only to communicate a persuadable message to this group throughout the campaign to win their vote and the election. There are two elements that can make this targeting less effective. **First**, if the demographic groups the candidate chooses are too small. **Second**, if there are other candidates with similar backgrounds who are appealing to the same group. In both cases, if another candidate is also appealing to this same group or it is not a large enough part of the population to provide the margin of victory, then the campaign needs to look to **collateral groups** or **those groups** nearest in interests for further support such as professionals and retired public servants.

In view of these the candidate may want to expand his message to include people with a higher education (usually professionals). He would want to broaden his message to appeal to teachers and doctors, which may work nicely with his message to parents with school age children.

The point of all of this targeting is to do the calculation and figure out how many voters in a particular group can be reasonably expected to consider voting for the candidate if they hear a message that addresses their concerns. No campaign should be expecting to win 100% of the vote of any population but if, with a little effort, you can expect to receive 6 or 7 out of every 10 votes cast, then this is a group of voters with whom you should be in touch.

We would not be able to come up with a very precise numbers for these groups (**politics, after all, is an art, not a science**). However, going through this exercise and determining numbers for the subsets and cross-sets will help in determining whether the campaign targeting strategy is realistic or not.

An opponent Demographic Groups

An important part of demographic targeting is determining which demographic groups will not be part of our campaign targeted audience. During the strategic planning session there is need, for example, to state explicitly “we will not target government workers” or “we will not target young entrepreneurs.” This exercise will help to avoid the trap of defining too wide a targeted audience.

It is often easy to determine which demographic groups one is willing to “give” to the opponents once it have been decided which groups are with us. They are the opposite of the groups that we would consider to be our best target groups.

For example, older male pensioners are going to have the least in common with young working mothers, so if we have targeted one group, we would most likely leave the other group to our opponents. It would be very difficult for one campaign or candidate to develop a message that will persuade both groups that we have their interests at heart when they have seemingly contradictory sets of priorities or needs.

VOTER ANALYSIS

Having determined a target audience for the campaign, we should make an effort to understand the members of this target audience thoroughly. The four key areas we should analyse are values, attitudes, issues and desire for leadership qualities.

VALUES

What are the core values that unite the voters in the targeted audience? For example, which do they value more: Social protection or economic opportunity? Societal order or personal freedom? Stability or reform? Peace or police security? What values do they share with the rest of the population? What values set them apart from the rest of the population?

ATTITUDES

Are voters optimistic or pessimistic about the future? Are they trustful or mistrustful of government and other social institutions? Do they feel better off or worse off now than in the past? Do they want change or stability? What implies their political behaviour?

ISSUES

What are the important issues that will make voters sit up and take notice of this election?

Generally, one should know whether voters are more concerned about economic issues, social issues, or foreign policy issues. Examples of more specific questions to ask might include the following: Is controlling crime more important or less important than it was in the past? Will the candidate's position on business investment be important in this election, or will no one care?

LEADERSHIP QUALITIES

What qualities do voters most likely want to see in their leaders? Are they looking for stable, experienced leadership, or do they want someone young and dynamic who will shake up the establishment? Would they prefer leaders from the intelligentsia, or do they want leaders who can relate to the concerns of the common person?

SOCIOLOGICAL RESEARCH

Whenever possible, the voter targeting and analysis should be tested through solid sociological research. Campaigns that are not based on solid research are like drivers at night without headlights. They often do not see what is right in front of them until it is too late. Most politicians everywhere believe that they have a natural gift for understanding **“the people.”** They believe that they know, without doing research, what issues to discuss, what values to invoke, and what concerns to address in order to attract the interest of their voters. They are often surprised either by the results of a political poll or by the results on Election Day.

Most political activists use two types of sociological research to help them plan their campaign strategies: focus groups and political polling. Focus groups are designed to gain qualitative knowledge about the values, attitudes and concerns of voters, while political polling is used to gain quantitative knowledge.

In modern Nigerian politics and democratic election processes these four key factors as address above are the key fundamental principles that would be driving the voting pattern of the Nigerian electorate. As globalisation continues to inspire technological innovations and the growth of telecommunication in the country more and more people within the voting age would becoming much aware of their electoral rights and demography. So, the democratic system in Nigeria would be experiencing some dynamic changes on political behaviour tending to reactionary voting directions, through-out the political spectrum and as such we would be expecting every aspiring politician and party candidates to step-up their political machineries in other to be ahead of the game.



FIGURE 4: 2011 Election Maps

To win at the first round, in a presidential election a candidate not only needs the majority of votes cast, but at least 25% of the vote in two-thirds of Nigeria's 36 states. Good luck Jonathan, of the PDP, reached that threshold in 31 states; runner-up Muhammadu Buhari of the CPC only did so in 16 states.

CHAPTER 4

STEP FOUR: DEVELOPING THE CAMPAIGN MESSAGE

CHAPTER 4

STEP FOUR: DEVELOPING THE CAMPAIGN MESSAGE

WHAT IS A MESSAGE?

Once we have decided who our target audience is, then we need to decide what would be said to persuade them to vote for our candidate. This would be the campaign message. It tells the voters why the candidate is running for this particular office and why they should choose him/her over the opponents for the same office. Sounds simple, doesn't it? Well, once again, it is deceptively complicated.

For example, let us start off by saying what a message is not. A campaign message is not the candidate's program of what they will do if elected, it is not a list of the issues the candidate will address, and it is not a simple, catchy phrase or slogan. All of these things can be part of a campaign message, depending on whether or not they will persuade voters, but they should not be confused with the message, a simple statement that will be repeated over and over throughout the campaign to persuade the target voters.

CHARACTERISTICS OF A GOOD MESSAGE

There are a number of criteria that make up a strong message.

A MESSAGE MUST BE SHORT

Voters have very little patience for listening to long-winded politicians. If we cannot effectively deliver our message to a voter in less than **one minute**, then you will surely lose that voter's attention and probably their vote.

A MESSAGE MUST BE TRUTHFUL AND CREDIBLE

The message needs to come from the values, practices, policies and history of the candidate. It cannot be inconsistent with the candidate's background. In addition, our message should be believable; candidates who make unrealistic promises simply add to voter apathy. Voters must believe what he/she say, both about yourself and what you will do, is true. It is therefore critically important to back-up your statements with evidence of experience or knowledge from your personal past. Saying you understands a problem or issue without demonstrating why or how you understand it is a waste of your time and the voters' time.

A MESSAGE MUST BE PERSUASIVE AND IMPORTANT TO VOTERS

You must talk about topics that are important to your target audience. These topics will often be problems that voters face every day in their lives, not issues that politicians think are important to public policy. Voters are more likely to support candidates that talk to them about their jobs, their children's education or their pension than a candidate that talks about the budget, even though the budget may deal with all of these things. Remember you are trying to convince the voter that you are the best candidate to represent them and persuade them to do something, namely vote for you.

A MESSAGE MUST SHOW CONTRAST

Voters must make a choice between you and other candidates. You need to make it clear to the voters how you are different from the other candidates in the race by contrasting yourself with them. If every candidate stands for economic development and security, then voters will have no way of making a clear choice. If, on the other hand, you support state police on internal security and your opponents do not, then the voters will have a very clear choice.

A MESSAGE MUST BE CLEAR AND SPEAK TO THE HEART

Your message must be delivered in language the voters use and understand easily. Too often politicians want to impress the voters with how smart they are, using technical words that either the voters do not understand or have no real meaning for them. You do not want to make the voting public have to work to understand what you are talking about. Creating a visual image in the minds of voters is much better. Talk about people, things and real life situations to describe abstract ideas, such as “economic policy.”

Politics is an emotional business and politicians who appeal to the hearts of voters generally defeat those who appeal to their heads. This does not mean that you should abandon the intellectual basis of your party or candidacy or that you should underestimate the intelligence of the voter. This means that you must find a way to tie your campaign message to the core values of your voters and make it clear that you understand the problems they face every day.

A MESSAGE MUST BE TARGETED

As discussed in “Step Three: Targeting the Voters,” if the campaign message speaks to everyone, then in reality, it speaks to no one. The people who will vote for a candidate are different from those who will not vote for him/her and both groups have different concerns. The campaign must determine what these differences are and address the message to the candidate’s likely supporters. In many cases, voters just need clear information about who really represents their interests. If they have that information, they will vote for that person. Politicians often fail to provide that clear information. They seem to expect voters to either somehow know it without being told or wade through everything the politician says to figure it out.

A MESSAGE MUST BE REPEATED AGAIN AND AGAIN

Once the campaign determines what message will persuade the target voters to vote for its candidate, then they must repeat that same message

at every opportunity. Voters are not paying attention to your campaign. Just because you say something does not mean they are listening or will remember what you said. For your message to register with the voters, they have to hear the same message many times in many different ways. So, if you change your message, you are only confusing the voters.

CREDIBILITY - RAISING YOUR CREDIBILITY WITH VOTERS AND LOWERING YOUR OPPONENTS' CREDIBILITY WITH VOTERS

As the campaign considers its message and develop the contrast with the opponents, it should keep in mind that what they want to accomplish in the end is to have more credibility with the target voters than the opponents have. In other words, the campaign wants more of its target voters to view the candidate as the better candidate and vote for him/her. There are two ways to accomplish this. **First**, the campaign can do and say things to raise the credibility of the candidate in the eyes of the voters. it may do this by concentrating on the positive characteristics and popular stands on issues. **Second**, the campaign can try to lower the opponents' credibility in the eyes of the voters. It may do this by pointing out what voters will view as the negative characteristics of the opponents or unpopular positions on issues.

Which of these methods the campaign choose and in what combination most often depends on what position the candidate find his/herself in over the course of the campaign. Often, if the candidate is ahead in the polls and can expect to win easily, then he/she can concentrate on raising their credibility. The candidate would not want to mention the opponents and bring attention to them. The candidate also do not want to risk alienating voters by running what may be viewed as a negative campaign or unnecessarily attacking the opponents.

On the other hand, if the candidate finds out that he is behind in the polls, raising his credibility may not be enough to win. In this case the

campaign would have to devise a strong means of raising his credibility and, at the same time, work to lower the opponents' credibility. In a sense, the candidate have nothing to lose (he is already losing) by attacking the opponents and doing everything to gain votes (he may win).

ISSUES AND THE CAMPAIGN MESSAGE

As stated above, your campaign message is not your program or the list of issues you will address. Still, your campaign should address the issues that are important to your target voters. You may think of your campaign's message as the trunk of a large oak tree, strong, stable and well rooted in your candidate's values and personal experience. Following this analogy, the campaign issues that you will discuss are the tree branches, covering a wide area but all firmly connected to your message tree trunk. Similarly, your campaign must cover a broad range of issues that concern your target audience. However, in order to address these issues effectively, in order to avoid confusing your target voters with a jumble of incoherent program ideas, you must tie all of your issues to your campaign message.

In the USA, Governor Bill Clinton's 1992 challenge campaign against President George Bush provides an excellent example of how to do this. His presidential campaign is still regarded as one of the strongest campaigns in communicating an effective message consistently, time and time again. Clinton's message was a simple one:

“After twelve years of Republican leadership resulting in social stagnation and economic recession, the American people are ready for change. The choice in 1992 is clear: change or more of the same”.

The Clinton campaign did an excellent job of tying each campaign issue to this message. Whenever, for example, Bill Clinton talked about health care reform, the question was “change or more of the same”? Whenever, Clinton talked about education, the economy, social welfare or anything else, the question was always the same, “change or more of the same”?

It should be noted that the Clinton message strategy met all of the criteria for a good message.

The campaign message was based on solid research. Political polls and focus groups showed that the American people were, in fact, hungry for change.

The message was short, truthful and credible, important to a majority of voters, showed contrast with Bush and the Republicans, and spoke clearly to the heart of the American people. The message was designed for a discrete target audience, workers and the middle class who felt that Republican policies were not helping them to get ahead.

Bill Clinton stayed on message continuously. He repeated the same message, “change or more of the same,” at every opportunity.

Another very recent example of a great political orator in US politics is its new president, Barack Obama the first Black African-American to achieve such position in the history of America. Similarly speaking to a message of “change” and “hope,” Obama captured the imagination of large numbers of American voters, including often-elusive youth. Through effective use of a decentralized campaign and strong internet coverage, the Obama campaign took its message of change directly to voters on a scale previously unprecedented for that country: “change we can believe in” and the slogan “Yes, we can.” A key in the campaign was the consistency of its message across many different communications tools.

These could also be seen during Obamas second term re-election campaign strategy which was also tied on the American Hope 2012. It is right time for Nigerian democracy and the political campaign processes begin to experience new dynamism through the modern power of political communication tools, by developing great articulate political orators and political philosophers among the emerging political elites in Nigerian society. Nigerian political message should grow beyond bill-boards and frivolity promises, such as is known with most Nigerian politicians.

STAY ON MESSAGE

Once you have developed a clear, concise, persuadable message it is important that you use that message at every opportunity and not deviate from it throughout the campaign. This is called “staying on message.”

It is important that every method used incorporates the same message. Often one type of voter contact will reinforce the message delivered using a different type of voter contact. For example, a brief thirty second television commercial can reinforce the message delivered in the literature and in the press. By using the same message in all the voter contact, one is less likely to confuse voters who may not be paying close attention and reinforce what they have heard. It is often said that voters have to hear the same message as many as **seven times** for it to sink in and register with them.

Often the opposition or the press will do something or say something that will drag the candidate and the campaign “off message.” If you respond, you will not be talking about the issues you want to talk about but will be talking about the issues your opponent wants to talk about. In most cases, you should respond to any charges quickly but then shift the conversation back to the issues and the message you want to address.

It is also important that you not bury the message under too much information. After talking to supporters, candidates and political activists often wrongly believe that voters want more information. One should not confuse ordinary voters who may still need to be persuaded with supporters who are probably already convinced to vote for your candidate or party and want more information.

CHAPTER 5

STEP FIVE: DEVELOPING A VOTER CONTACT LIST

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Once a decision has been reached on the set target audience and supporters and what would be said, the next step is to decide how to say it. In other words, how to get the campaign's message out to voters?

Before looking at the various methods for reaching voters, there are some important points that apply to all of the methods. First is the rule of '**Finite Resources**', which means that one must determine how much each method will cost in terms of time, money and people. Second is the '**Inter-changeability**' of the resources and the methods, meaning that one can often accomplish the same task using different resources. Finally, there is the '**Effectiveness**' of each method at persuading voters, identifying supporters and turning out the vote. It is important to plan well in advance for each phase of the campaign, including turning voters out on Election Day.

THE RULE OF FINITE RESOURCES

As stated before, a political campaign is a communication process and all campaigns have three basic resources available to accomplish this communication - Time, Money and People. These resources can come together in an unlimited number of combinations and the trick is to select the best possible combination and use all three resources in the most efficient manner. A campaign wants to make the largest impact on the voters for each volunteer hour and each amount of money it spends.

In planning the voter contact part of the campaign, it is critically important to remember that there is a finite resource. Every decision to do something is a decision not to do something else considering the economic principle of '**Opportunity Cost**'. Suppose the campaigns have twenty volunteers handing out literature, these twenty volunteers cannot make phone calls at the same time. When the campaign spends money on television, it may not have that same money to spend on mail. Time spent greeting shoppers at the market are time taken from going door to door. It is important to budget all three resources - time, money and people - so that the campaign can have them when they need them and all three resources are used most efficiently. If the campaign want to make the largest impact on the voters while using as few of these resources as possible.

INTER-CHANGEABILITY OF RESOURCES

It is important to remember that we can often use different resources and different methods to accomplish the same objective. Suppose the campaign decide that we need to persuade 10,000 voters to vote for the candidate. One thousand reliable volunteers can go door to door tomorrow and persuade 10 voters each to vote for our candidate (no time, no money but lots of people). By an individual, one can personally talk to 10,000 voters, at 50 voters a day but it will take 200 days (no money, no people but lots of time). Or one can contact all 10,000 tomorrow without any help by airing a great television commercial. Thus, in Nigeria depending on the area there some indication of an uneven access to electronic/print media, making ad placement more or less very competitive to different parties/candidates

These are extreme examples, but they illustrate how interchangeable the resources and the methods are. One need to first figure out what the campaign wants to accomplish and then figure out which of the many ways is best for them to achieve the objective. If one method does not seem possible, one can often find another method. This is why planning is absolutely necessary. It is the campaign that does not have a written plan which often finds that it cannot raise the money it needs, does not have the volunteers it needs and has squandered its time.

EFFECTIVENESS OF YOUR VOTER CONTACT

Each type of voter contact can accomplish three things in varying degrees - persuade target voters, identify supporters and turning-out vote. These varying degrees determine the effectiveness of the voter contact effort. It is important that a campaign choose methods that, when combined; accomplish all three of these tasks.

Now that we have a clear, concise and effective message, it is important to use that message to persuade the target group of voters that the candidate is the best choice. Voters need to know what the message is and they need to hear it many times for it to register with them. So we must repeatedly communicate a persuasive message to people who will vote.

Finally, as the election period draws to a close, there comes a time when one can no longer persuade voters and all efforts should be spent on making sure that those people who support the candidate turnout to vote for the candidate.

In order to do this, we must have some way of identifying who supports us and who has been persuaded through our voter contact effort to support the candidate. Well before Election Day we must have spent time identifying our supporters. It is also important to know how we would reach them in a very short period of time.

PERSUADE TARGET VOTERS

Most of the campaign effort will go toward persuading the target voters that our candidate is the best candidate and it is in their interest to go to the polls and vote for him/her. Everything we have done up to this point - all the research, setting the goal, targeting the audience and developing a persuasive message - has brought us to this point. Now we need to decide what technique is the easiest way for us to communicate with this large group of people and convince them to vote for the candidate. There is no point in having a great message if the voters do not know about it.

People are often persuaded when they hear the same thing from many different sources. If they hear that you are a good candidate from a respected civic organization, meet the candidate going door to door, see some persuasive campaign literature, and read a favourable article in the newspaper, than they will more likely remember the candidate and more likely vote for that candidate. None of these contacts should be left to chance. A well organized campaign will make sure that all of these contacts happen and that the same message is delivered each time so that the message reinforces itself each time.

GET OUT THE VOTE

It does no good to have spent weeks persuading the targeted audience that the campaign is projecting the best candidate if the people do not go to the polls on Election Day and vote for the candidate. Individual voters often feel that their one single vote does not matter. They need to know that they are part of something bigger and that their support for the candidate is important. Often a simple reminder - either a phone call or Piece of literature - can be enough to ensure that they vote.

The “get out the vote” (GOTV) effort is often viewed as a separate phase of the campaign. In fact, it should be viewed as the final phase toward which everything else in the campaign builds. If we compare a political campaign to a business selling a product, in this case selling the candidate to the voters, then the eve of Election Day is the only day in which you can make the sale. It is important that the voters be motivated enough to “buy your product” on that one day. The deadline for all the campaigning and particularly the GOTV part of the campaign is the eve of the Election Day polls. Either we are prepared to make that final push or we are not. There are no second chances.

This GOTV effort can be accomplished in many different ways but the various methods differ in one important factor - whether or not the campaign knows who is being contacted. In areas where a candidate has considerable support - say six out of every ten voters will vote for them - it is not necessary to identify supporters. We would know that

the more voters they remind about Election Day and ensured that they vote, the candidate will receive a simple majority of the votes. In these areas we can organize what is called a **“blind pull”** of voters or pulling everyone to the polls regardless of whether or not we know whom they are supporting. In these areas where the support is very strong the campaign can put up signs reminding voters about Election Day and encouraging them to vote. They may want to phone as many of the voters as possible to make sure they turn out or send text messages telling people it’s Election Day and time to cast their vote.

In other areas where support is less sure, we would want to only remind those voters we know support our candidate. It is therefore important to have spent time identifying which voters will support us well in advance of the GOTV effort. Once one have developed a database or list of supporters, it is important to have the resources and the means of communicating with them in the short period of time just before the election. It is therefore important to budget enough time, money and people and have a realistic plan of how to get in touch with the candidate supporters.

VOTER IDENTIFICATION

Because so much of the GOTV effort relies on having an accurate list of supporters well in advance of Election Day, it is important to know how to identify supporters starting early in the campaign. There is need to spend resources persuading voters. However, if one only communicates with them, you are relying on them to go to the polls on their own. This can be a gamble that you need not take. The campaign can increase its chances if they know who has been convinced and have the ability to get them to the polls.

It is often possible to find out which candidate voters support just by asking them. People generally like to be asked their opinion and are willing to tell you what they are thinking. Develop a simple **“1-2-3”** scale so that a confirmed supporter is labelled a **“1,”** an undecided voter is a **“2,”** and a supporter of an opponent is a **“3.”** As the campaign

communicates with voters, they should try to judge their level of support. You will want to spend most of your resources on number “2” voters in your target audience.

As you identify voters, you will want to have some method of keeping track of them and their levels of support. You can use a simple card file or even better, a computer database that you will be able to continuously update and sort the files to meet your needs. It is important that this database be as accurate as possible. Do not consider someone a supporter unless they have told you so directly. Often people will not want to offend you or argue with you if they have not made up their mind or actually support your opponent.

CHAPTER 6

STEP SIX: MAKING IT HAPPEN

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You have done the research, set the goal, targeted the audience, developed the message and figured out how you are going to deliver the message. You have also started to figure out how much time, money and people all of this will cost. Where will these resources come from? In this final step we would be looking at the roles of the candidate, campaign manager and other professionals you may have involved in the campaign. We would also look at ways to recruit and keep volunteers. We would develop a campaign calendar and discuss scheduling. Finally, we would develop a campaign budget and figure out how the money will be raised.

THE ROLE OF THE CANDIDATE

The most important person in any political campaign is the candidate and the candidate's time is the most precious resource that the campaign has. If the candidate or the campaign wastes that time, it can never be replaced. It is therefore important to understand the role of the candidate and the best use of their time.

That role is very simple: meeting and persuading people. The most effective campaigner and fundraiser is the candidate. Voters and likely donors who personally meet the candidate and hear the message are much more likely to vote for that candidate and contribute to the campaign.

All too often, candidates enjoy sitting around their campaign headquarters plotting strategy with their teams or meeting with favourite supporters. Such candidates are wasting their time and are doomed to failure.

At the beginning of this book it was suggested that a campaign should hold a formal strategic planning session. Clearly, the candidate needs to be a part of this session and will have a great deal of impact on the basic strategy that is developed. Once the strategy has been decided, the candidate needs to leave the running of the campaign to the campaign manager and others and concentrate entirely on meeting and persuading as many voters as possible.

THE ROLE OF THE CAMPAIGN MANAGER

Therefore the role of the campaign manager is to run the campaign. This must be someone in whom the candidate has complete confidence. After all, this should be the most important thing in both of their lives for the relatively short period of time that the campaign will last. In a sense, the candidate is the heart of the campaign and the campaign manager is the brain. A good campaign needs both to be effective but they have very distinct roles to play. Too often candidates want to run their own campaign.

They either do not choose a campaign manager or choose someone they think they can manipulate. In either case they end up spending too much time making decisions that should be left to someone else, which takes time from their main job, meeting voters and donors. A campaign manager must make sure the candidate is scheduled to meet voters, they must deal with or otherwise supervise those who will deal with the press, the money, the other methods of voter contact and everything else planned (and unplanned) during the campaign.

CAMPAIGN PROFESSIONALS

Political campaigns, like anything else, benefit from experience. The more times an individual has been involved in past political campaigns, the better prepared they should be for the next political campaign. Having the advice, assistance or benefit of someone who has experienced the various phases of a campaign outlined in this book can be very helpful

to a candidate and a campaign. It is one thing to understand the ideas conveyed here and quite another to have experienced them in the heat of an intense campaign.

For that reason, political parties could greatly assist their candidates if they would maintain a list of experienced campaign managers and others who have shown promise working on campaigns. The parties should develop these individuals and give them opportunities to work in campaigns so they are prepared for future campaigns. The steps from hard working volunteer to assistant to qualified campaign manager are few.

Often there are people who have specialized in particular aspects of political campaigns. Political polling is one area that benefits from a great deal of experience and, if at all possible, a campaign should consider hiring someone who has this experience before they attempt to conduct a poll on their own. In countries with many years of election campaigning behind them., politics has become very specialized; there are professionals who only focus on developing political direct mail or only political television and radio advertisement or only compiling voters lists, etc. All of these professionals can save the campaign a great deal of time (though they will cost money).

All of that said, there are too many people who are passing themselves off as “**image makers**” and the like. Often with very little campaign experience these individuals waste the candidate’s time talking about psychoanalyzing the voters or changing the candidate’s way of dressing. These people do not want to do the hard work, day after day, of communicating a persuasive message to voters and lazy candidates who are looking for a quick fix often fall for their talk.

CAMPAIGN STRUCTURE

By this time you should have the beginning of a campaign plan drafted. Now you need to think about the structure and staff needed to implement the plan. You have the candidate and the campaign manager. Who else

do you need to complete the campaign staffing? To determine this you should begin by looking at the voter contact plan. There are two concepts you may want to consider.

The first concept is that the structure is determined by tasks in the plan and accountability for those tasks. The only positions that need to be assigned are Campaign Manager for oversight of all the Operations and someone to answer the phones and deal with general office functions. Other than that there are no rules.

Suppose, for example, that your voter contact plan calls for signature collection, 4 press conferences, and 5 literature drops to 60,000 households. In order to accomplish this, you will need to assign:

1 Campaign Manager

1 Office Assistant (who answers phones, handles administrative works)

1 person responsible for drafting the literature and getting it printed (maybe half time Position/maybe combined with press secretary position)

2 people responsible for hiring temporary staff (same staff who handled signature collection and maybe election monitoring)

60 temporary staff to distribute the literature of 500 pieces each in 2 days

On the other hand, if the plan is focussed on persuading older citizens to vote for the candidate, then perhaps the structure would involve the following:

1 Campaign manager responsible for oversight of the organizers

1 Office Assistant

10 organizers in different locations responsible for signature collection, leafleting and meetings

You will notice that in this last structure that there is no press secretary, fundraiser, scheduler nor assistants for each job. The jobs are closely following the plan. There is no room in your budget for excess work-force. You need a lean operation that will get the task done. The second concept is that each job is defined by tasks assigned, not its title.

You should not think about titles, but hire and define jobs by the tasks that need to be completed. Then the staffs member know their responsibilities and are held accountable for the tasks they are assigned. It also allows you to realistically assign tasks so that one person is not doing too much and another person is doing too little. There are too many campaigns where someone is an “assistant” or “deputy” in the office, and they are unable to give you a clear answer on what tasks they must accomplish on a daily basis.

In designing your structure, do not forget people who will volunteer to work on your campaign. Many family members and friends will volunteer full time in a staff position out of loyalty to the candidate. Additionally, many people will volunteer their time if the task were interesting or fun.

Travelling with the candidate, doing research on the opposition, helping with a rally, or stuffing envelopes at a party are all tasks that are easy to get unpaid help to do. Coordinating tougher jobs like signature collection, door-to-door and leafleting may need to be done by paid workers. Make sure you assign someone to be responsible for each task.

VOLUNTEERS (PEOPLE)

In developing your voter contact plan, you have probably realized that you cannot accomplish everything with the few people who started out helping on the campaign. If you are going to accomplish everything necessary you will need a lot of help and you probably will not be able to pay them. This is where volunteer support comes in. As your campaign begins persuading voters that you are the best candidate, it will also attract people who will offer even more support than their vote.

These people will want to volunteer in the campaign and make sure you win. People volunteer for many reasons. The first volunteers are often party loyalists who become involved out of a sense of commitment to the party. Some people volunteer because they feel strongly about a particular issue and either believes you agree with them on that issue or your

opponent is really bad on that issue. Some people are just social and become involved with the political campaign because of friends or others who share their interests. Some people volunteer because they see this as an opportunity to get a job or some other gain. Finally some people volunteer because they seek recognition.

Volunteers stay with a campaign because they feel that they are making a contribution, because they feel appreciated, because the work is interesting, because they are meeting interesting people, and because it is fun. Volunteers can burn out if they are giving too much work but more likely they will leave the campaign because they became bored or feel that the work they are given does not matter. Your first task is to determine how many volunteers you will need at which times to complete the objectives you have set for yourself. Again, you need to do the math. For example, suppose you decide you want to deliver 3,000 pieces of literature in a particular neighbourhood on a particular Saturday morning. You decide that one volunteer can deliver an average of 100 pieces of literature in an hour. Therefore it will take 30 volunteer hours to accomplish the job. You want to do the whole literature drop in three hours so you will need ten volunteers for three hours. You will also need to have the literature ready by Saturday. You will need to have some maps of the area and clear instructions for the volunteers and you will need to have someone responsible for overseeing the literature drop who knows what is supposed to happen. You may also have to provide transportation to the target neighbourhood. Volunteers are just that, volunteers. You should recruit more than 10; say 15 or 20 in order to be certain of having 10 reliable volunteers at the appointed time.

You need to do this type of calculation for every part of your voter contact plan and the more detail you can provide the better. This is why planning is critical. In low budget, labour intensive campaigns there is often one person, a volunteer coordinator, who is responsible for recruiting and training volunteers, making sure they have the materials they need and making sure everything goes as planned. They are also the people, who ensure that the volunteers are adequately thanked, sometimes by the campaign manager or candidate, to keep the volunteers happy, feeling appreciated and coming back.

Volunteers can come from many different areas. The first volunteers will probably be friends of the candidate and party activists who have worked on past campaigns. These will probably not be enough to accomplish everything and you will have to find many more people as the campaign builds in intensity. You should look for people who have volunteered in other areas of their life. They may volunteer for civic organizations, neighbourhood groups, their religious organizations, unions, schools, etc. If your campaign message speaks to a particular issue or group you may be able to persuade an organization involved in that issue to support you and provide volunteers. As your campaign talks to voters you should take every opportunity to ask people to help the campaign.

CHAPTER 7

CAMPAIGN ORGANISATIONAL STRUCTURE

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Winning elections requires strong local organizations. Whether running a local, statewide, or national campaign, local organization is integral to a campaign's success. The local organization a campaign creates is so important because it is involved in all of the key activities the campaign participates in, from fundraising to voter contact to getting out the vote. The organization is integral to winning the election. In fact, a local organization may be better suited to carrying out these activities than any other campaign apparatus because of one distinct advantage: proximity. The local organization is simply the closest contact the campaign can make with the voters. Think about it: who would you rather give money to, or vote for? The guy who calls from campaign headquarters reading your name from a list, or your neighbor down the block who tells you how wonderful his or her friend, the candidate is?

The Plan:

There are three main components to creating a local organization that is strong and effective: preparation, recruitment, and contact. Each component must be completed to keep the local organization potent.

Preparation

Before recruiting volunteers for the campaign's local organization, the campaign team must decide what it is that it expects from its volunteer precinct captains and leaders, and what shape the organization will take.

Local organizations are often broken down by the smallest possible electoral unit: the polling place (precinct.) When the election is for a local enough race, the campaign should aim to have a captain in place in each precinct, who can (and should) recruit additional volunteers to help with the local tasks. When the election is for a higher office (statewide, major city, etc.) the campaign will still want to have a volunteer leader in each precinct, but may only select leaders for a broader area (ward, district, etc.) and leave precinct recruitment up to them.

The campaign must also decide what activities will be left up to the local organization. Such activities are based on the campaign strategy, and generally include circulating nominating petitions, literature drops, get out the vote activities, door to door campaigning, working the polling places on election day, and fundraising activities (such as small group meetings or selling tickets to a fundraiser.) Local leaders should also keep the campaign abreast of political developments in the precinct.

The campaign should prepare a packet of necessary materials and directions for completing activities, including “street lists” (lists of registered voters in the precinct arranged by block — usually available from the local board of elections.)

Recruitment

Possible volunteers abound, and the campaign should look for them in all of its activities. Sources for potential volunteers include: the campaign staff’s friends and family, local leaders, friends of the candidate, people who have called the campaign asking to volunteer, politically active neighbors, political science students at the local college, etc.

After recruiting a local precinct captain, the campaign should make sure to detail all of the activities that the captain should perform, as well as give him or her packet that was previously prepared. Winning elections requires informed precinct leaders. The captain should be encouraged to recruit other responsible volunteers, as well as utilize those provided by the campaign. Often, campaigns also give the captain a “vote goal.” That is, if the campaign strategy calls for 200 votes in a particular precinct, the

captain should be given this number (or a slightly higher one, say, 225) as a number to aim for — then the campaign and the captain should talk about how that number of votes can be garnered from the precinct.

One other strategy that few campaigns use, but which proves highly effective and is highly recommended, is to host a “campaign school” for its local precinct captains and/or volunteers. This “school” should be held at a convenient time and limited to a relatively short period of time (one to two hours for local volunteers, longer for actual campaign staff) During this seminar, the campaign team could bring in local political experts, consultants, or highly knowledgeable staff or volunteers to teach the captains strategy for winning elections, and provide them the tools necessary to reach the voters.

Contact

After the precinct captains are out in the field, it is extremely important to maintain contact between them and the campaign. The volunteer coordinator or applicable staff should check in regularly to make sure they are doing what they should. Remember: the goal is winning elections by using the local organization. So use it! The captains must be kept abreast of campaign development, either by newsletter or e-mail. The candidate’s visits to their area should be coordinated with the precinct captain. In short, the local organization needs to be kept engaged and active. Doing this will ensure that the organization is striving along towards its ultimate goal, an election night victory.

The 5 Members Team Every Election Campaign Need

One of the most important parts of any campaign organization is the campaign team — those individuals that the candidate relies on to carry the campaign to victory. While all campaigns are different, and thus have different needs when it comes to campaign organization, there are

five positions that must be filled on any campaign, no matter how small. Some campaigns may be small enough that one person can serve in two of the positions, but each job must be done and done right. Whether the job is filled by a paid staff member or a volunteer, each of the following job descriptions is integral to the success of your campaign:

1. Campaign Manager

After the candidate, the campaign manager is the most important member of the campaign team. The candidate should never, ever function as the campaign manager, no matter how small the campaign is. The candidate needs to be free to meet the voters and donors and be out on the campaign trail.

The campaign manager is responsible for all aspects of the campaign. The person you choose for this job should have a basic understanding of election strategy, be comfortable delegating, have good organizational skills and be able to work well with the candidate. The campaign manager works in conjunction with the candidate and the entire team to develop the campaign strategy and coordinate all aspects of the organization, from fundraising to paid media to voter contact activities.

2. Volunteer Coordinator

Above all, the person you choose to be the volunteer coordinator must be a people person. Working with volunteers is stressful, and requires diplomacy and patience. The volunteer coordinator is responsible for recruiting, scheduling, and organizing the volunteer team. Because volunteers are not paid and are often unskilled, the coordinator needs to be able to smooth over egos and trouble spots and effectively teach the volunteers new skills. The volunteer coordinator should be comfortable delegating duties to precinct and ward captains, especially in larger election districts.

3. Fundraising Director

The fundraising director is responsible for coordinating all of the fundraising tools at the campaign's disposal to reach the fundraising goal that the team has set on the timetable on which they have set it.

The fundraising director guides the campaign's major donor and direct mail fundraising programs. In smaller campaigns that cannot afford an accountant or election lawyer, the fundraising director must have a basic knowledge of campaign finance regulations?

4. Finance Director

Though they are often confused, the finance chairman fills an entirely different role than the fundraising director. The finance chairman, along with the finance committee, is responsible for bringing in major donor contributions. Generally, the finance chairman contributes a certain amount to the campaign, and pledges to raise a significant amount from other donors. While the finance chairman may be involved in fundraising planning sessions, he or she does not run the fundraising organization — that job is left to the fundraising director, who takes care of the organization and day-to-day details of the fundraising program.

5. Grassroots Coordinator

The grassroots coordinator oversees all of the grassroots activities of the campaign, including coalitions; get out the vote, absentee voter drives, voter registration efforts, and other grassroots activities. In larger campaigns, these activities are each assigned a staff member of their own, but in local campaigns it is generally sufficient to have one grassroots coordinator who oversees the whole operation, with volunteers filling in as needed. The grassroots coordinator must have superb organizational skills, be knowledgeable about campaign strategy, and be able to take on a lot of responsibility, especially as Election Day draws near.

How to Keep Your Political Campaign Organized

Good organization is not only desirable for a political campaign, it is essential. No matter what size campaign you are involved in, time and money are limited, and without good organization your staff and volunteer will burn out, crucial items will fall through the cracks, and momentum will falter.

Smaller campaigns, in particular, have a difficult time staying organized because these are the campaigns that most often have to rely on volunteers for almost all campaign positions, from event organizer to campaign manager. Because staying organized is so very essential to your campaign's success, it is important that you think about how to best keep your campaign organized, even before you begin campaigning. Here are four great strategies for keeping your campaign organized and on track:

Plan

Planning is the first and foremost tactic your campaign needs to stay organized. Without proper planning, your campaign is just a “guess,” and your success is only luck. Every aspect of your campaign should be planned before it is implemented, from strategy to fundraising to grassroots and press relations.

Running a campaign is similar to running a business – in order to succeed; you have to know where you are going and how you want to get there. During the heat of the election, you will be too busy to map out strategy and tactics – instead, you will rely on the plan you created to determine the next course of action. Of course, because campaigns are always changing, your plan is a fluid document. It will, however, provide a great foundation for all of your efforts.

Delegate

Political party candidates have a common habit of not knowing how to delegate tasks to others. The same talents and ambition that make them great political candidates also make them want to be in control of the campaign and take care of as much of the work as possible to “make sure it is done right.” In order to succeed in modern campaigns, candidates, consultants, campaign managers and staff need to learn how to delegate.

Delegating tasks doesn't mean abandoning them and hoping someone else will do them right. What it does mean is finding good people to work on your campaign, whether they are staff or volunteers, and trusting them to accomplish a set goal you set for them. Of course, a good campaign manager will constantly check in with subordinates to review progress and offer help when needed. In order to be organized, your senior campaign staff simply must learn how to delegate tasks.

Create a Timeline

After writing your campaign plan, create a campaign timeline or calendar listing the key tasks that must be accomplished and the dates they must be accomplished by. Give this thumbnail sketch of your campaign timeline to each member of your team so they can see where the tasks they are working on fit in to the overall campaign calendar. Also, make sure that one (and only one) person is responsible for maintaining the campaign calendar and that everyone on your team knows to contact that person to add or delete campaign events.

Make it Easy for Your Volunteers

Many, if not most state and local campaigns are volunteer-driven. That is, with the exception of a few key staff members, most local campaigns rely heavily on volunteers to carry out the necessary tasks to win the election. In order to effectively organize your volunteers and help them succeed, your campaign should make it easy for them to do what it is you want them to do. This means setting a clear goal for them and helping them achieve it.

The best way to keep a volunteer on task and motivated is to give him or her goal – be it making 200 phone calls or finding 50 people who will put up yard signs – and helping them achieve that goal. In order to help them achieve their goals, you have to make it easy for them. Give your volunteers complete “volunteer packets” that contain everything they need to get

started. Check in often, hold meetings occasionally, reward performers and help strugglers. Your volunteers will go to great lengths to help you, if you go to great lengths to make it easy for them.

Keeping a campaign organized is no easy task, no matter how small the campaign may be. Because organization is crucial, be sure to plan for it. Delegate where possible, and make it as easy as possible for your volunteers to do their jobs and reach their goals. By planning for organization, your campaign will be ready to meet the challenges that lie ahead.

Using Incentive Groups to Build Political Momentum

People, especially activists, love to be part of a “special” group, to be “in the know,” and get the chance to relate with other like-minded people. Setting up incentive groups for your political campaign and encouraging membership will build momentum by motivating activists and packaging your message for easy transfer.

What is an incentive group?

An incentive group is a committee or “club” that attracts members with the trappings of membership. These trappings include “insider” status, “special” information and newsletters, pins and buttons identifying the activist as a member of the political group, members-only receptions, etc. These groups can and should be used for all aspects of your campaign, not just your fundraising network.

We’re All Friends

Incentive groups can be used for attracting volunteers, such as setting up a “Friends of candidate ‘A’ committee. Such a group could offer special Lunch/Dinner gatherings with the candidate, an imprinted t-shirt, or any other suitable incentives to members who gather once a week to

address envelopes and make phone calls. Incentive groups can also be used for voter contact activities. Candidate such as John might set up “**John Walkers**”, a group that goes door-to-door twice a month. In return, the campaign might set up “**John Walkers Night**” at the local Town Hall, and mail the “**John’s Walkers Newsletter**” once a month.

We CAN Use This Tactic

The use of political incentive groups need not be limited to the local scale. This tool can be utilized on any size campaign, big or small. The most obvious use on the largest of campaigns, of course, is in the fundraising/supporting arena. National and statewide campaigns and party committees have been using fundraising based incentive groups for years, both here in the UK, and US. Setting up different levels of membership for increasing donation amounts and number of supporters, with higher level groups receiving more prestigious perks.

Be Creative!

It is important to be creative when designing incentive groups for your campaign. The crucial thing is to figure out what would **motivate** your target activists to join, what the campaign can reasonably offer, and how easy it will be to attract new members. Once members start to join, it is imperative that they be encouraged to enlist new members to your political group. The campaign should endeavor to create a real sense of community in these groups, particularly the **non-fundraising** based ones. Provide motivation, encourage membership, and your incentive groups will grow and thrive.

Create Political Momentum by Inventing Something New!

You can’t win a political campaign without momentum. With momentum, campaigns roll to victory, without it, they linger into defeat. It is surprising, then, that so few campaigns have a comprehensive plan to

gain momentum, aiming their tools and strategy toward building this indispensable lifeblood of politics.

One very effective way to give your campaign momentum is to invent something “new”: a word or phrase, an image, a concept or idea. This tactic is extremely effective because it makes your message worth talking about, makes your candidate instantly identifiable, and makes sure that your activists can not only convey your message quickly, but are motivated to do it well. Regrettably, this tactic is also one of the hardest to pull off.

Inventing On the Local Scale

This tactic can and should be applied on the local scale. For instance, a local government candidate may be searching for a way to get out his message that local councils need to be more accountable for the results they produce. He could invent a new “Council Report Card,” and promise the voters that if elected, he would make sure that each time parents receive a report card for their children in the mail, they would also receive a blank report for the school that the parents could use to rate the school, and mail it back directly to the school board. This “new idea” would be useful in generating buzz and momentum for the local school board candidate.

The campaign needs to be careful in planning its new idea to ensure that it is packaged in a way that is acceptable to the voters. Focus groups and polling will tell the campaign if it needs to rethink the way it is presenting the idea, if the image it creates fails or if the idea is simply not exciting enough to generate momentum. The key is to be bold, think outside the box and not be afraid to present an exciting alternative to the voters who are used to hearing the same political messages over and over again.

CHAPTER 8

CARFETING

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CAMPAIGN MESSAGE

CHAPTER 8

CARFETING A CAMPAIGN MESSAGE

No campaign is strong without a good plan, and no plan is strong without a good message. A Message should drive the campaign plan; and sets the parameters in which the strategy is devised. It is important to know the difference between message and strategy, because they are often confused. Message answers the question “Why am I running for office?” while strategy answers the questions “How am I going to win?” In order to devise the strategy, the campaign must first plan its message. It must decide what it wants to say, before it decides how it is going to say it.

1. Demographically Speaking

The first step in devising the campaign message is to find out the demographics of the district the candidate is running in. This can usually be done by reviewing census data, voting records, and other public documents. The demographic survey attempts to find out who the voters are. During this step, the campaign should learn everything it can about the makeup of the district, including age, gender, race, occupation, home ownership, union membership, party registration, voter turnout, and any other statistic which will be useful for the campaign.

The campaign must also create an issues outline for the district. This profile answers the questions, “What do the voters care about? What issues are they interested in, and where do they stand on those issues?” This profile is usually created through the use of a benchmark poll, a large poll conducted before the campaign starts telling the candidate where the voters already stand. This poll should be done by a professional pollster, if possible, but can adequately be performed by the campaign staff and

well-trained volunteers; thus, the job of a pollster is a strategic one, as it entails having the skills that would enable the individual to track voters behavior and be able to predict their motives at elections.

2. Divide and Conquer

The next step for the campaign is to break the voters in the district down into useful categories. This categorization should start with large groupings (the local, constituency and senatorial districts in ratio of party loyalty.) such as the PDP, ACN, CPC, ANPP, APUGA, and INDIES. Then explore through increasingly more defined categories (the district contains how many percentage women 30- 55, and over 55; then youths between 18-25; finally men from 25 and above).

The campaign should use the benchmark poll to attach issues to these groups. For instance, the poll may have shown that the large majority of PDP women over 55 are most concerned with the quality of education in the district.

Equipped with the demographic data showing who the voters are, and the issues data showing what the voters care about; the campaign can begin to draw a clear picture of the district.

3. Build your Coalition

After categorizing the voters, the campaign should look at its own strengths and weaknesses to decide what coalition of voters it needs to utilize to win the campaign. The campaign should be able to figure out approximately how many votes it needs to win, and thus should decide what percent of the voters in each of the categories it created above it needs to win in order to be victorious.

The campaign should be realistic in looking at what percentages it can reasonably capture. If the candidate is a PDP male who is strongly opined

to moral standards, he can reasonably assume that he will win 80% of the women who are strongly pro-culture.

4. Craft Your Message

The campaign must then use the demographic and issues data it has gathered to determine what its message should be. The candidate need not change what he or she believes in order to come into line with the general electorate, but should use the polling data to determine which of their issues to accentuate, and which to play down. The candidate needs to watch out for their weaknesses while strongly emphasize those issues likely to garner the necessary percentage of votes.

The campaign message must succinctly but compellingly answer the question “Why should the voters vote for me?” This message should be narrow enough that it is clear, yet broad enough that several issues can be drawn from it and used throughout the course of the campaign.

Thus, the campaign’s message may center on the candidate’s strong record on education, and be verbalized as: “John” should be elected as Governor because of his strong track record on education. He has served on the local school board and has had three children go through the local school system. The State is facing a teacher shortage and declining test scores, and the voters are ready for a change. By putting together a coalition of strong all-party voters, the opposition parties would be worried about education and engagement, while the ruling party would be on its way to an election victory.” (Note that the Campaign message is not the same as the Campaign slogan, and is not intended for the press or the voters to see, but for the campaign to use internally. The slogan in this hypothetical race might be “Better Schools for a Brighter Future”)

After crafting the message, the campaign can then draw several issues off the message to use throughout the campaign (e.g. School choice, teacher pay, standardized testing, etc.) These individual issues can be communicated to the voters through direct mail, television and radio advertising, speeches and campaign literature.

Start Early

Most office-holders are in perpetual campaign mode. After winning an election, they immediately start planning for and campaigning for their re-election bid. Many challengers make the error of waiting until the “traditional” election season to begin their campaigns. Don’t make this mistake.

For a challenger, there’s no such thing as too early to start campaigning. Even though the voters will not yet have the election on their minds, get started as soon as you can. Not only can you plan and research your campaign during this time, you can actually start pressing the flesh, attending meetings and building your organization. Your incumbent opponent will have already started to get his name in the papers and into the minds of the voters – you should too.

Define Your Opponent

When challenging an incumbent, it is imperative that your campaign defines your opponent before he gets a chance to define himself. Carefully research his record and develop your message early. Get out ahead of the curve and define your opponent in terms that are favorable to you.

For example, if you are running for governorship against a liberal conservative that has increased the states spending by 55% since taking office; take every chance you can to get the message across. Challenge every spending increase, put out literature laying out the supporting statistics, write op-ed pieces calling for a budget review and projects review. In short, define your opponent as the “**Spender.**” Make him defend those budget increases, in effect admitting that he is a big spender. Just be sure to do thorough research on the issue before putting the message out.

Draw a Contrast

After defining your opponent, draw a sharp contrast between your candidate and the incumbent. There’s only one reason why people vote an incumbent out of office: **‘they find someone better.’** You have to present the voters

with a better alternative to your opponent. Show them why your candidate is different, clearly different, and why that difference makes him a superior choice. Either as a Liberal Socialist, a Christian Socialist, or a Traditional Socialist; by defining the ways to manage public spending, and at the same time providing all the essential socio-economic needs of the state.

Define the Agenda

This goes hand in hand with defining your opponent. Given the chance, your opponent will turn the election into a showcase of his strengths and your weaknesses. For instance, if he is strong on the issue of education, he may try to make this election about who can do a better job improving the states school facilities and educational system. Your job is to beat him to the punch by defining the agenda in a way favorable to your candidate.

Was your candidate a former public officer or a civil servant? After researching the issues important to the voters in your district/constituency, and your opponent's weaknesses, you may want to make this election about crime, social vice, and kidnapping. Ask the voters who will do a better job making the community and state safer. Force your opponent to talk about crime and safety. Define the agenda.

Beating an incumbent is possible with hard work and preparation. Get out there early, and set the tone for the election. Show the voters that there is a clear distinction between you and your opponent on an issue you define. Tell them why you are the stronger candidate, and work hard to get your message to the voters. Using the S.W.O.T. management strategy formular.

CHAPTER 9

SEEKING RE-ELECTION

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In most elections, incumbents have enormous advantages over challengers. Not only have they won election in the district before, and thus possess greater name ID, but they also have at their disposal all of the trappings of elected office: free mail to constituents, news coverage, patronage and increased fundraising ability. Despite all of these advantages, though, woe to any elected official who is seen as “losing touch with the ELECTORATE.” This warning applies not only to LEGISLATORS, who can go to ABUJA and seem to “forget about home,” but also to local elected office-holders, who may be seen as “too big for their breeches” if the voters think they have lost touch.

To combat the perception that they are out of touch, smart elected officials operate a “**permanent campaign.**” While less savvy office-holders shut down their campaign operations during the off-years, the truly challenger-proof incumbent never stops being in “campaign mode.” Even if the permanent campaign operation consists only of the elected official and his wife, the campaign should never truly die, and should be carried on through the off-years in a variety of ways:

1. Keep Your Organization Alive

To make sure that they have an ample supply of volunteers and fundraisers available at a moment’s notice, elected officials should never truly shut down their campaign organization/structure. Keep a small inner circle of campaign supporter’s active, and apart from your official office. This inner circle should work to maintain contact with your entire campaign organization, including volunteers, donors, and supporters.

2. Frequent Mailings

Incumbents should be sure to maintain frequent contact with their constituents through the mail. These mailing may be stand-alone pieces, or (more desirably) a regular newsletter mailed to each of the residents of the elected office-holder's constituent. Newsletters and mailings should be information rich: tell your constituents about your voting record in the house or score card (sponsored legislation, bill signings, events), what your schedule is for the upcoming month, and any items of interest that you are working on for the benefit of the constituency and the country.

Another great way to reach constituents is by using mail/text to target residents who are interested in particular issues. Keep a list of residents who contact you regarding particular issues, or whom you met on the campaign trail and were particularly interested in various areas. When items of interest to these groups come up, send out a mailing detailing what is happening and how you are part of it. Elected officials should be sure to check applicable laws and ethics regulations before sending out mail to determine what may be included in taxpayer sponsored mailings and how campaign contributions may be used to pay for other off-year mail.

3. Web-Site/Mobile Phone Texting

Incumbents should maintain a campaign website, separate from their "official" website, where they can post campaign related information. Use your website to keep your supporters and volunteers updated and "in the loop." Make sure that your website is highly informative and updated often, so that supporters can visit your site again and again. Use email lists and newsletters to activate supporters. In the same vein there is need to keep a comprehensive contact list of the constituency electorate and supporters, this would be an added value with the growing number of mobile phone usage in Nigeria, with its increasing level of network coverage.



FIGURE 5: *Nigerian Polling Station*

From less than 100,000 internet users in 1999, when the country returned to civilian rule, the International Telecommunications Union estimates some 43.9 million Nigerians now have access to the internet - almost a third of the population. And an estimated 105. million mobile phone subscribers which makes it the largest mobile network country in Africa. There are an estimated 5 million Nigerians on Face-book and more than half a million people follow the president's Face-book page.

The use of 'Phone-Banks' both at local and national levels would be a strategic advantage to a well organized campaign group in view of the huge opportunity it will derive through the usage of the two-way communication strategy of Voice-call and Text-messaging throughout the electoral processes, there is a huge under-pin that every forth-coming elections in Nigeria would be influenced by the effective use of mobile phone and social media interconnectivity network applications; such as, bulk messaging and cloud call links.



FIGURE 6: *The Mobile connectivity*

Connected Nigerians

- 44m Nigerians with internet access
- 5m on Face-book
- 105m with mobile phones connections
- 25m on BB connection
- Population: 166m

4. Town-hall Meetings

One of the most effective tools that elected officials can use to stay in touch with their districts is the town hall meeting. Work with local organizations and volunteers to setup meetings around your constituency where citizens can voice their concerns. Be well prepared and be sure to have literature and issue papers to hand out to those in attendance. Garner additional exposure by inviting local news media to the event. This very important with growing level of political and electoral awareness among Nigerian communities and gender participation.

5. Tours of the District

Besides simple town meetings, many incumbents have found it helpful to organize “Constituency Visits”. These visits should be created around a theme such as education or health-care, and use imagery and language that emphasize the theme. For example, a school board member may want to create the “Back to School” visit, where he or she rides/walks around each day to a different school in the constituency and sits in on classes, PTA meetings, and staff meetings, and speaks to a student assembly.

6. Proactive Speaking Engagements

Most incumbents realize that speaking engagements with groups around the constituency provide a good opportunity to garner support. Unfortunately, most incumbents are also content to simply wait for offers

to arrive at their offices. Local elected officials should be proactive about speaking engagements – have your press secretary or volunteers work to harvest offers for you to speak throughout your area.

7. Door-to-Door

Imagine that you are an average voter, sitting at home one night in an off-election year. You hear a knock at the door and are surprised to find your local council member, who has stopped by just to see what he or she could do to help you. Wouldn't you be more likely to vote for that member again, and tell your friends and neighbors about the visit? Going door-to-door in an off-election year cements a positive relationship between you and your constituents.

The Campaign Never Ends

Getting re-elected requires incumbents to maintain a permanent campaign operation that constantly reconnects him or her with the voters. Elected officials must make sure that their constituents feel cared for, that they know who you are and what you are doing for them.

CHAPTER 10

BUILDING POLITICAL COALITIONS

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Modern campaigns, whether national or local in nature, focus on building coalitions of people who are targeted by the campaign's message. These coalitions do part of the work of the campaign, by drawing in new members and spreading the campaign's message to interested parties. Which coalitions each campaign should build is a question of strategy, and planning. The nuts and bolts of building those coalitions.

Dual Option

The purposes of coalitions are to build grassroots organizations supporting the campaign and candidate. In utilizing coalitions, the campaign has two options: use **pre-existing** coalitions to build the **grassroots organization**, or build coalitions from the **ground up**. Each has advantages and disadvantages. These options can be used individually, or in conjunction, to effectively build support for the local campaign.

Pre-Existing Coalitions: Groups, Organizations and Clubs

Pre-existing coalitions exist in every community and neighborhood. This includes Church groups, community organizations, parent teacher associations and civil society groups which are already formed entities with active members who share common interest.

The distinct advantage to using pre-existing coalitions is that they are already packaged — a group of like-minded individuals existing with structure and organization, and often includes “**doers**” rather than just “**Sayers.**” Of course, there are also disadvantages. The group has set

leadership and direction, and may be reluctant to feel as if it is being assumed by a campaign or somehow upended. The key is to make the groups “partners” with the campaign, instead of trying to make them part of the campaign.

Groups that the campaign wants to partner with should be approached before an individual announces his candidacy, or shortly thereafter. By meeting with the group leadership and asking for support before the campaign starts in earnest, the campaign makes groups feel part of the decision process, begins the relationship with positive communication, and improves chances that the group will be more favorably disposed to the idea of partnering with the campaign.

When approaching the organization, a candidate should meet with the leaders of each group, and eventually with the entire leadership hierarchy. It is important for the candidate to be sincere and open-minded about his stand on issues pertaining to the individual organization. Nothing kills a coalition faster than dishonesty and miss-trust in initial meetings. The campaign should ask for the outright support of the group, if this is possible, although some groups may not (or may be legally unable to) support political candidates outright. The leadership of such groups should still be approached, in order for positive inclinations toward the candidate to be created.

This is one of the key strengths of campaign strategy in modern Nigerian politics and electoral process, considering the facts that in most communities and the larger society there now various splinter groups and organizations representing the individual or collective interest of people. Either in terms of their ethnicity, religious, social or professional relationship.

There are several goals for the campaign when partnering with existing groups and organizations: First and foremost, the campaign wants to gain votes, and the group is a prime source of voters. Second, the campaign should seek to garner volunteers from the group. Third, press coverage may develop out of endorsements by key groups. Finally, financial support

from the group, or its members, can be raised for the candidate through the partnership.

In return for these things, the campaign should promise to keep the group updated on its activities through continued contact, including future meetings between the group's leadership (or entire membership) and the candidate. The organization will want to feel as if it is "in the loop," and the campaign must make sure that this happens.

From the Ground up: Building Coalitions Where None Exists

For the ambitious campaign, building new coalitions can be the source of great grassroots support. The advantages of building new coalitions are that the campaign can independently direct the growth and substance of the coalition, and can ensure the coalition's support. The disadvantage of building a coalition from the ground up is the time it takes to do so. This may be overcome by using volunteers with extensive community contacts and available time to head up the coalition building process.

As of the time of these writing, even national organizations, such as the Republican National Committee, in the United States recognize the value of building new coalitions and are launching major initiatives to do just that. For the local campaign, coalitions can be built around key issues, such as education (parent groups), crime (civic/community organizations), or any other key local issue.

Coalitions can also be formed regionally (by neighborhood or town) or by trade/profession. The range of possible coalitions that local campaigns can build is almost endless.

STARTING OUT: Identifying Groups and Members

The campaign that wishes to build its own coalitions should first map out what types of coalitions would be most beneficial, based on the campaign strategy. Is crime a major issue the campaign plans to raise?

Then a “Concerned Citizens for JOHN” coalition can be built. Does the candidate plan to address education? Then the campaign may wish to start a “Schools-in-Partner with JOHN” or “Teachers and JOHN” coalition.

After deciding on what coalitions to build, the campaign needs to determine how to get members to join. The campaign need not worry about getting thousands (or even hundreds) of members to join the coalition. Often campaigns find that one dedicated member is better than ten are not committed to the campaign or the candidate, and simply sign on to get the campaign to “stop bothering them.”

Campaigns should be careful to include coalition building in all of their activities. When a candidate goes door-to-door, and meets a teacher who supports him, that teacher should be asked to join “Teachers and JOHN.” When the candidate speaks at a community organization’s candidate’s evening and is asked about crime/kidnapping, he should recruit new members of “Concerned Citizens for JOHN.” As the campaign rolls on, the coalitions will continue to fill up and form a valuable grassroots asset for the candidate that can be used not only during this campaign, but in future campaigns as well.

VALUE: What Campaign-Built Coalitions Can Do For You

Once the campaign starts to grow its coalitions’ **membership**, it needs to include those members and groups in its campaign strategy. The candidate may want to think about sending out a regular newsletter / messages to the group, if it is large enough, and representatives of the organization should be briefed on the campaign’s activities. The group can also be sent targeted literature and funds.

The campaign should also seek to have the coalition members spread the word about the campaign and its message. Coalitions are a good source of volunteers, and members can often be asked to have candidate visit in their homes, introduce the candidate to their neighbors, go door-to-door, and participate in efforts to get out the vote on **Election Day**.

GETTING OUT THE VOTE ON ELECTION DAY

Get out the vote operations (**GOTV**) can mean the difference between success and defeat on Election Day, especially for the local campaign.

GOTV means those operations that your campaign performs to ensure that voters who plan to vote for your candidate go to the polls on Election Day. No matter what your campaign budget or what your strategy is on the days and weeks before the election, it is imperative that every single campaign carefully plans and executes a get out the vote operation.

GATHERING INFORMATION

Your **GOTV** efforts should begin well in advance of Election Day. Over the course of the campaign, your staff and volunteers should be collecting the names and information of voters in your district who plan to vote for your candidate. At the very least, your campaign should end up with a list of voters that equals 10% of the total number of votes you need to win on Election Day. Ideally, your list will be much larger, especially in local campaigns, where it may be possible to garner a list with 50% or more of the voters you need.

The means for gathering these names are several. Your campaign should certainly collect this information during all of its other activities. During events and meetings, be sure to ask for names and information to add to your database. Your campaign should also note which voters plan to vote for you during candidate door-door campaign and lit drops, if possible. Try to gather the name, address and phone number of each of your supporters.

The campaign should also conduct activities specifically to identify supporters to add to the list. These activities may include phone banks, or even door-to-door, if the campaign has a plethora of volunteers. One person on the campaign staff should be responsible for maintaining a database of **GOTV** supporters. This list should be started at the

beginning of the campaign, and may be part of a larger campaign database. Be sure to add the names of staff and volunteers who reside in the constituency, and that you only add the names of people who are actually registered and able to vote.

Organize

No later than thirty days before the election, the campaign should have its **GOTV** team in place. The **get out the vote** team should include **one GOTV** director who is responsible for the overall **GOTV** effort. The team should also include the person who is responsible for the **GOTV/campaign database**, as well as enough staff and volunteers to reach each voter on your list of supporters at least once, preferably several times, before the election. The team should come up with a **get out the vote plan** detailing the tactics it will use to reach these voters, as well a **budget** for these activities.

The Voter Blitz

The key to **GOTV** efforts is contact. Your goal is to make sure that each and every supporter that you have identified actually makes it to the polls on Election Day. No later than four or five days before the election, your campaign should begin its “**voter blitz.**” While all aspects of the campaign are involved in this blitz, your get out the vote operation will be crucial to its success. Your team should begin to take steps to contact each voter you have identified as a supporter and motivate them to go out and vote for your candidate. Each supporter should be contacted at least once, though if you have the manpower or money to do so, contacting each supporter 2-3 times would be beneficial.

There are several different ways your campaign can go about contacting these supporters. You can operate a **phone bank** (volunteer or professional) that calls each supporter to remind them to go vote on **Election Day**. You can organize literature drops and door-to-door visits to get out the

vote, and mail out direct mail pieces that reinforce your message. The best option is to utilize several different methods to reach each supporter numerous times.

No matter what method you choose, your message to the voter is the same: Please remember to vote for our candidate on Election Day. Remind the voter when Election Day is, and if possible, tell the voter where their polling place is. Do whatever you can to make it easier for your supporters to go vote. If you are able, offer support to the polls, means for older people from their home to the polling places.

HOW TO SET A GOTV?

There is nothing sadder in all of politics than to see a well-organized and well-run campaign fail because it let get out the vote activities fall through the cracks. Worse still are those campaigns that think that they have so much support from the public they don't need to work hard on Election Day to get out the vote. Nothing could be further from the truth. Every single candidate and campaign manager should have this sentence printed on a plaque hanging on his or her wall: An organized get out the vote operation is integral to the success of **EVERY** campaign.

WHAT IS “GET OUT THE VOTE”?

Get out the vote operations (sometimes called **GOTV**) are those activities that the campaign performs to turn voters out on Election Day – those tactics and strategies the campaign will use to get supporters to get up, go out, and vote on Election Day.

Get out the vote campaigns need to be targeted – that is, you need to make sure you are getting your supporters, and only your supporters, to go to the polls. **GOTV** operations are a waste if you are trying to move **ALL** voters to the polls, including your opponents'. Simply put, every campaign, whether it is for the local council, governorship or for president, can and should implement a Get out the Vote effort.

GOTV GOALS

The goal of your **get out the vote campaign** is to identify who your supporters are, and get as many of them as possible to actually go vote. The GOTV team is not responsible for persuading people to support your candidate – that is the job of the rest of your campaign structure. The **get out the vote campaign** need only identify who has ALREADY been persuaded to support your candidate, and then motivate those supporters to go vote.

Your **GOTV** effort should set a goal of ensuring that at least 10% of the voters you need to win the election actually go vote. For example, if your campaign has looked at past election figures and realized that it needed 5000 votes to win the election, your **GOTV** goal would be to make sure that 5000 known supporters make it to the polls on Election Day.

Get out the vote campaigns take lots of time and effort – but they are worth it. Your campaign's plan to turn out its supporters can be the difference between victory and defeat.

MAKING GOTV CALLS

Every campaign, no matter how small, should have a plan in place to make **get out the vote** (GOTV) calls in the days leading up to Election Day. Ideally, your campaign will have kept a list of supporters over the course of the campaign, drawing on all of your campaign activities to grow and cultivate that list.

If your campaign has built such a list, then this is the list that will form the basis of your phone operation. Preferably, each person on this list will receive at least one phone call from your campaign, in addition to any other get out the vote activities your campaign will conduct. Of course, many campaigns reach the final weeks of the cycle and realize that they need to make calls but haven't kept such a list. Not to worry, there are still calls to be made.

GOTV calls are so important that you still need to do them, even if you haven't kept a formal list of supporters. The key to effective **GOTV** calls, and get out the vote activities in general, is identifying who is likely to support you and motivating them to go to the polls.

The first step in building any get out the vote list is gathering the names and phone numbers of all of the candidate's friends and family who are registered to vote in the **LOCAL** or **CONSTITUENCY** in which the campaign is being run. Add to that list all of the volunteers and donors to the campaign who live in the **AREA** and are registered to vote. Ask your volunteers to list any friends or family who they know support the candidate and are registered to vote in the **AREA**. For the campaign that starts early, this is just the beginning of the **GOTV** list. For the campaign starting just days before the election, this list may be your entire **get out the vote call list**.

When to Call

Your **GOTV** call operation should begin as early as it takes to complete a call to every person on your list, but not so early that the people you call will forget that you called. Remember – our goal is to get the people on that list to go to the polls. For that reason, the closer to **Election Day** that you make your calls the better.

A good rule of thumb is to try to start making calls no earlier than the Wednesday before the election and to wrap up your calls on Friday night, the day before the polls open in the case of Nigerian election time-table. Remember not to call too early or too late. Early-late evening or Afternoon hour's works best in the case of Nigeria in view of its mobile phone usage. If the calls are not picked-up, leave a message on the answering machine and count it as a "completed call." If the number is not going through and there is no answering machine, mark that number to be re-called later, and if remain the same then de-list the number.

Setting Up Call-Centers

If you've built a large call list, consider finding some volunteers to help you make your calls. Be sure to train them properly – provide them with

a script for making the calls, goals for when they need to be complete, etc. Preferably, your volunteers will be able to work out of your campaign headquarters so that you can closely supervise their activities. If this is not possible, then have them make the calls from their own homes. In this case, training is especially vital.

What to Say

Your GOTV phone calls can be short and to the point. Remember, we can make calls at some point to get information from the person we are calling, on what they think about the candidate and his policy or his political party, **who** and **which** party they intend to vote for at the election and we may need to persuade them – even though they are already supporters or probable supporters. We can also call to remind them of the candidate’s name and intimate them to vote for the candidate on Election Day. Here’s simple script your volunteers can use:

“Hi, this is Emeka, calling on behalf of the JOHN4GOVERNOR, Campaign Team. How are you today, hope am speaking to Miss, JOY, what is your view of the candidate, are you going to Vote for him at the election. Election Day is this Saturday and the polls are open from 7am up- until 7pm. Please remember to vote for JOHN4GOVERNOR at the poll this Saturday.”

EFFECTIVE GOTV LITERATURE?

Literature is an integral part of your **Get out the Vote Campaign** There are any number of ways that you can incorporate literature into your get out the vote efforts. Your campaign may decide to do a targeted mailing, organize a literature drop, or go door-to-door leaving palm cards and doorknob hangers reminding people to vote for your candidate. No matter how it is used, though, there are several important considerations you must make to ensure that your GOTV literature piece is successful.

Design across Mediums

The design of your GOTV literature is extremely important. For many campaigns, this piece of literature will be the last contact the voters have from your campaign before they go to the polls. It is imperative that this contact be positive. Because it is so important, this design should be started well in advance of the start of your get out the vote efforts.

Let's Be Friends

When writing your GOTV literature, be sure to keep the tone familiar. Your copy should read like a note from an old friend. If you have campaigned right, the voters have heard your message and they know who you are. The tone of your get out the vote literature should say “You know me and I know you – so vote for me on Election Day.”

If you are mailing a get out the vote letter, consider having a local leader from each neighborhood or precinct as the signer of the letter, if this is possible. This way, the letter truly is coming from a friend. Even if this isn't possible, keep the copy conversational and friendly. Get out the vote pieces are generally not the time to bore with statistics and issue minutiae. Unless you have a compelling reason to do otherwise, keep it “big picture.”

Short and Sweet

Your get out the vote piece should be short and to the point. Whether you are mailing a letter, doing a lit drop or handing out palm cards, your GOTV literature should generally be no more than a page long, and should be easy to read. Make your copy easier on the eyes by breaking it up into manageable chunks, using bold and underlining to create headlines and highlight key points.

Stay on Target

When designing your piece, remember the message of your campaign. Your get out the vote literature should be like the summary of a term

paper – it should briefly and compellingly summarize your message. The GOTV piece is the summary of your campaign – bring it all together for the voter. This doesn't mean that you need to get into details. Instead say, **“You know me.** You know that I stand for safer community. You know that I am uniquely qualified to make our community safer. Vote for me on Election Day.”

Make the Sale

Somewhere in your GOTV literature, preferably more than once, be sure to make the sale – ask the voters to vote for your candidate, and tell them when and how to do it. You would be surprised how many get out the vote campaigners that never actually say “Vote for OCHA4GOVERNOR on Election Day.” Be sure to include this vital call to action. Make sure you also tell the voter when Election Day is, and where the polls are. Remember, not everyone is as politically minded as you are.

The get out the vote literature your campaign distributes will probably be the last piece of literature that the voter receives during the campaign, and may be the last contact they have with you and your candidate before Election Day. Design your literature carefully; incorporating your message in a friendly, short piece that calls the voter to action, and you can be sure that this final contact will be a positive one.

CHAPTER 11

CREATING A WINNING POLITICAL IMAGE

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Most local campaigns have small budgets. Money for major TV or radio “Adverts” to create their campaign image is simply in short supply. Instead, these campaigns rely on direct mail, direct voter interaction and campaign posters to draw support for the candidate. There are still ways, however, that local campaigns can create a campaign image “just like the big boys” With huge media cuts that would re-brand the candidates image. Thus, this is one of the most common form of campaign plans used by many Nigerian politicians, of which in recent time is gradually changing the face its politics, as a result of the surge in technology usage and connectivity through social-media networks, what a game-changer this would be in the hands of generational voters.

Pick a Scheme – And Stay With It!

First and foremost, the campaign should be consistent in its color scheme and logo across all media. During the campaign’s inception, the staff must decide on a logo for the campaign. Simple text, such as “Adamu Ail for council chairman,” should be sufficient. The logo design should look professional — if the campaign can not outsource to create the logo, it might want to think about asking a graphic design major from the local community college to create on for them. Take a look at the signs used in recent presidential or congressional campaigns in your district to see examples of “professional” logos and color schemes.

To effectively project a professional image, this logo and color scheme must be used on everything released by the campaign — signs, bumper stickers, palm cards, even direct mail pieces. It is important for both the

logo and the color scheme to remain consistent. Is your campaign logo red and white? Use those colors when designing your mail piece and palm cards. Did you use a star on your campaign logo? Think about incorporating one or two more into your campaign brochure. Voters are reassured about a campaign's professionalism when they see common elements and colors across all media. Consistency also helps them remember the candidate and form a concept of the campaign in their minds.

Excuse me – Can you Repeat That Again?

Just as colors paint an image in your voter's minds, words play a crucial role in defining a campaign and keeping it in the voter's thoughts. Before the campaign begins, candidates will have mapped out a strategy based on issues and local concerns. Too often, however, campaign literature rephrases the candidate's issues and positions in several unrelated ways.

If, for example, Candidate John is campaigning on a platform of reducing corruption, his palm card may say "John Obi is concerned about Equity and Justice." His first campaign mail piece, however, may state that he "plans to lower corruption rates throughout the county." His second mailing then asserts "John Obi wants you to increase equal opportunity for all." While the campaign's focus on one issue is an asset, it should select two or three well crafted phrases, and use them repeatedly throughout all of its literature.

Using this better approach, the campaign may decide on the wording "**Isn't it time we felt safe again?**" The campaign would then put that sentence as the headline on its palm card, which would boldly ask "**Isn't it time we felt safe again?**" At the end of the first mailing, the letter may implore – "When you go into the voting booth on April 10th, ask yourself.....**Isn't it time we felt safe again?**" Finally, the campaign's buttons can say "John4 GOVERNOR– **Isn't it Time We Felt Safe Again?**"

While many campaigners worry that the voter would be tired of hearing one single message, just the opposite is true. Voters will start to associate specific wording with the candidate, and take comfort in the fact that

they know what the candidate stands for. If the campaign does the job right, every time a voter sees or hears John’s name, he or she will think “Isn’t it time we felt safe again?” Hopefully, the quiet answer will be “Yes!”

Consistency, Consistency, Consistency

The key to creating a professional campaign image (even for the most local of campaigns) is consistency. The goal of the campaign is for the voter to associate a particular look and a particular phrase (or word, or issue) with the candidate. By diligently cultivating a positive image through repetition, a local campaign can ensure that voters associate the candidate with “the right message” — the message the campaign wants to get out.

CREATING A COMPELLING CAMPAIGN SLOGAN

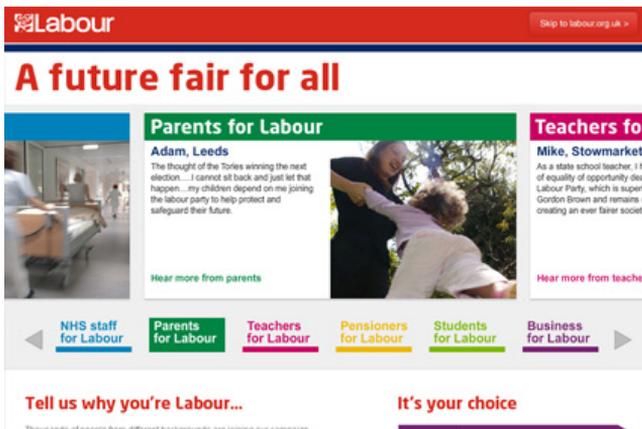


FIGURE 7: UK Labour Party Slogan

There are three simple communications devices that every campaign needs: a message, issues that support the message, and an effective campaign slogan. In this post, we are going to address the third in that list: how does a campaign create an effective and compelling political slogan?

1. Tie it to Your Message



FIGURE 8: *Good-Luck Jonathan campaign slogan 2011*

When designing a campaign slogan, the first thing to keep in mind is the campaign’s message – what is the big picture message of the campaign? (The message should be created before the slogan. Your campaign slogan needs to tie into your overall campaign message. Ideally, your slogan captures all of the spirit of your message in a snappier, more succinct form.

For example, if the campaign message is, “John will keep us safe by adding three new full-time officers to our police force, and by toughening our town’s anti-drug laws.” Your campaign slogan might be, “John: Safer Streets, Stronger Community.”

As another example, if the campaign message is, “John Bateman will protect our town’s quality of life by strengthening our conservation efforts for our streams and rivers, setting aside more open space, and opening new playgrounds,” then your campaign slogan might be, “Clean Water, Healthy Families. John for Governor.”

2. Tap into Core Human Values

Good campaign slogans, like good campaign messages, tap into core human wants, needs, and values. What are core human values? They are

those things that everyone wants and can agree on, even if we disagree on how to make those values a reality. These values are also usually emotional, generating a “deep-down” response from voters. Some of these core values include:

- Safety and security
- Making sure our children have a better life than we did
- Being able to provide for our families
- Feeling like the world is a just and fair place
- Having enough to eat, a place to sleep, and a good school for our kids

3. Make it Memorable

Once you have sketched out the basics of your campaign slogan, figured out how to tie it to your message, and tapped into core human wants and needs, you will need to phrase your slogan in a way that makes it easy to remember. It needs to be short enough to be said in one breath, and snappy enough to be easy to say over and over again.

Memorable slogans often use short “phrase bursts,” a staccato style that breaks up a longer sentence into easily-recalled phrases. The two slogan examples we used above used this style:

- John: Safer Streets, Stronger Community
- Clean Water, Healthy Families. John for Governor

Another way to make your slogan memorable is to make it super-interesting, if a voter is intrigued by your slogan (but still understands it... don't make it too intriguing!) then he or she is likely to remember it. For example; when candidate use such slogan as this, “ Watch-out for those guys they are no better match” OR “ We are here to cure your pains for life”.

Finally, some campaigns have had great success using alliteration to make their slogans memorable. An example of this would be: “Safe Streets. Strong Schools. John for Governor.” This can work well, but be careful not to overdo it or make it sound too cheesy.

4. Get the Word Out

The last key to creating compelling campaign slogan is getting the word out. A slogan won't do you much good if you create it and then put it away. If you've designed a great tagline, use your campaign slogan on all of your campaign materials, at the end of your entire advert in your direct mail... everywhere. People remember things best when they hear them over and over again.



FIGURE 9: *Social Media Networks*

Using Social Media in Your Campaign

Ten years ago, the hottest thing in political campaigns was the Internet. Political consultants and candidates touted the promise of the Internet and e-mail in changing the face of campaigns. As with most innovations, proponents of web-based campaigning oversold the medium, suggesting that, within a year or two, campaigners would raise most of their money, and spend much of their time, exclusively online.

While those pundits were wrong about the Internet ending fundraising direct mail, in-person grassroots campaigning, and huge amounts of candidate travel, they were right about one thing: the Internet did eventually change the way candidate's campaign. This fact was most evident in the 2008 U.S. presidential election, where the candidates raised vast sums

of money online (but still raised most of their money offline) and had major web presences and online grassroots communities (yet still did the majority of their campaigning on TV and in person around the country).

Today, the hottest medium in all of politics is the social web... tools like Face-book, Twitter, and You-Tube are becoming an increasing focus of campaigns at all levels, from school board to the Senate. Once again, there are consulting firms and talking heads that are telling us that social media sites will replace many of the tools campaigns have come to rely on, including “in person” grassroots organizations, fundraising mail, and huge TV advertising budgets. I’ve even heard one candidate suggest that campaigns with big social media presences will no longer need websites and e-mail lists – innovations that only became standard for campaigns less than a decade ago. What’s the truth about using social media networks in your campaign – and how can you best utilize them?



FIGURE 10: *Jonathan and Social Media for Political Campaigns*

O.k., let’s get this out there first: social media sites and tools matter for your political campaign. As their usage becomes more widespread among the public at large, more and more voters will use these sites to become engaged with the political process. It’s the same route that the political internet at large followed – once a significant portion of the voting public started using the Internet, it was inevitable that they would seek out political information and community on the Net.

The same holds true for social networks – as more and more voters have started to use sites like Face-book on a weekly or daily basis (many people use it far more often than that) it was inevitable that political communities would pop up and that people would seek to engage other like-minded voters through the resources of these sites. Social media sites are here, and they are growing steadily in popularity – campaigns must be engaged and involved in a way that helps the candidate win without draining too many resources from other campaign activities.

What Social Media Sites Are Not...

So social networking sites are here to stay, and campaigns would be wise to efficiently integrate them into their campaign strategy. Will social media sites spell the end of old-fashioned campaign tactics? Should campaigns abandon town hall meetings in lieu of online gatherings? Is it necessary for campaigns to stop spending 80% of their communications budgets to TV and direct mail advertising and instead spend 80% on designing and maintaining a social networking presence?

The answer to all of those questions is no. Much as the Internet did before them, social media sites will forever change the political landscape, but they will not spell the end of politics as we know it. Campaigns should stick to the basics, and instead of throwing out the old tactics to adopt the new, candidates and campaigns would be wise to integrate social media campaigning into the rest of their campaign plan. The campaigns that best integrate their communications strategies as a whole, including TV, radio, direct mail, print, Internet, e-mail, and social networks, will be the campaigns that reap the biggest rewards from tools like Face-book and Twitter.

In short, campaigns that focus solely on social media sites and the Internet will likely fail. Similarly, campaigns that eschew social media sites and refuse to establish a significant web presence will likely suffer.

How to Successfully Use Social Media in Your Campaign

To successfully utilize social networking sites into your campaign, your social media strategy needs to be part of an overall campaign plan, and must fit within the plan as part of the “complete picture” of your campaign. The following five tips will help you effectively use social networking in your political campaign:

1. Pick Your Battles

There are hundreds, if not thousands, of social networking sites out there. In order to efficiently use your campaign resources without tying up dozens of staff members, focus on a few of the most popular sites and establish a quality presence there – remember, because these sites are so interactive, you’ll need to focus on quality, not quantity. No one wants to interact with a campaign that puts up hundreds of shoddy social pages that never get any new content or personal attention.

Sites like Twitter, Face-book, and Linked-In are a good start, and will be enough of a social media presence for most campaigns.

2. Consistency Counts

Your social networking presence should be integrated with your overall campaign communications – that means your color schemes should match as much as possible, your voice and tone should be consistent, and your campaign message must remain constant across all mediums.

3. Message Matters

Speaking of message – remember that your campaign message is the focal point of all of your campaign’s activities... including online. Be sure your message is front and center on your website, in your e-mails, and as part of your social networking presence.

4. Engagement is Key

Unlike TV, radio, direct mail, and even your website, social networking sites are not “advertising” per se. You can’t design a page on Facebook and then “set it and forget it.” The only way social media sites will work for a political campaign is through engagement. You’ll need to post new stories, connect with new people, answer questions and be engaged. For most medium-sized campaigns, a member of the staff should be doing this work, not the candidate. Your press secretary or someone from your communications staff may be the right person, depending on the size of your campaign.

5. Balance

Balance is important in your communications efforts. Many candidates spend far too much time on Twitter or Facebook, and neglect grassroots rallies, fundraising calls, and small events. Other old-school candidates can’t be bothered with social media sites, and refuse to allow their staff to spend time “playing online.” Avoid both extremes – include social media interaction as part, but not all, of your overall communications strategy.

CHAPTER 12

POLITICAL DEBATE AND SPEECHES

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Political debates are exciting and challenging. In a few rare instances, debates turn the tide of the campaign, tipping the balance towards one candidate or another. Usually, however, this is not the case. For most debates in most elections, the debate will not have a drastic effect on the election, but this doesn't mean that debates aren't important.

Debates provide candidates with a rare opportunity to present their message unfiltered and to a wide audience. Your supporters will be counting on a good performance, and your detractors looking for serious blunders. Debates can energize a campaign, stimulate volunteers, and excite donors. For these reasons, serious preparation and planning should be undertaken before the day of the debate.

What is a “debate?”

For the purposes of this article, a debate is any occasion where both candidates will be sharing the same stage. This occasion could be a traditional political debate, with both candidates making opening and closing statements and answering questions, or it could be a candidate forum, a panel discussion, etc.

No matter what type of debate it is, it is important for the candidate and campaign staff to know, as far in advance as possible, what the particulars of the debate are. These particulars include the set-up, the timing, who will be asking questions or making comments, who will be in the audience, etc. Generally, the candidates involved in the event will be able to negotiate these terms. This is particularly true in traditional debates. When

negotiating, the campaign staff should decide what debate format and style fit well with their candidate and campaign strategy, and insist on a debate format that works for the campaign.

Should you debate at All?

Remember – you don't have to debate. Even if your supporters are urging you to debate your opponent, you can still say "no." The decision on whether to debate should be made by looking at the campaign strategy and message. You should also take into consideration the debate format you are presented with. If, it is not beneficial for you to debate, don't. You must have a reason to debate. If your campaign will not clearly benefit, then decline the invitation.

Preparation

There are two main components to pre-debate preparation. These are research and writing. Your candidate should be prepared for every question he or she may be asked, and for every answer his or her opponent(s) may give. Because of this, the campaign staff should prepare research on you opponent(s), on all the issues facing the district, as well as on your own candidate.

Many campaigns organize these various pieces of research onto "issue cards." These cards contain a brief explanation of the issue, statistics relating to the issue, and some anecdotes or one-liners. The candidate can use these cards to constantly reinforce the issue in his or her own mind. The campaign can also prepare cards that outline specific lines of attack you can use against your opponent.

The second major part of preparation is writing. Your candidate should have stories, one-liners and arguments prepared (as much as possible) before the debate. Rehearse what your candidate is going to say. Having memorized material available will make the candidate feel more comfortable and enable him or her to keep driving home the key points your campaign wants to raise.

Your Strategy

The key to successful political debating is the candidate's ability to get the message out that your campaign wants to project. Before the debate, the campaign should decide two or three points that it wants to stress during the debate. These points should coincide with your campaign message and strategy. Then, during the course of the debate, your candidate should strive to tie each answer (no matter what the question) to one of these points. After the debate is over, the audience should have received your message, no matter what your opponent said or what questions the moderator asked.

Practice

Whether this is the candidate's first debate or their tenth, practice is integral to debating success. Hold practice debates. Mimic, as closely as possible, the conditions of the actual debate, including opponents and format. The candidate should practice alone as well, in order to become comfortable with his or her prepared material, statistics and issues.

No Matter What, You Won

There are no official scorekeepers at a political debate. Instead, the question of who "won" or "lost" the debate is subjective. No matter what happens, your campaign should always declare victory. Your press staff should spin the debate for reporters, issue press releases, and talk up the candidate's performance. The only way your candidate will "win" the debate is if you declare that he or she has, and publicly put the debate in the best possible light.

Preparing for a Political Speech

As long as man has engaged in politics, he has been confronted with the task of delivering political speeches. While we don't know what that first

political speech sounded like, we do know that some of history's greatest leaders, from Julius Caesar, to Charlemagne, to Abraham Lincoln, have been renowned for their ability to stir a crowd's emotions through the spoken word.

There is no surefire formula for great speeches. Lincoln's Gettysburg Address flew in the face of the conventional wisdom of his day, which said that great speeches were hours long. Yet his Address, which took less than five minutes to deliver, is regarded by many as the greatest speech ever on American soil. The effectiveness of a speech depends on many factors, including the mood of the crowd, the ability of the orator, the situation the crowd confronts and the topic of the speech.

It is extremely important that you prepare for your speech – don't give in to the temptation to "just wing it." You can prepare for your speech well in advance by:

1. Knowing Your Audience, Speaking Format and Time

Be sure that you know the particulars of your speech before you get there. There's nothing worse than being prepared to speak for 10 minutes and arriving at a speech where the audience expects you to speak for an hour, or preparing a speech on senior citizen healthcare to deliver to a Boy Scout convention. Be prepared – know who you are talking to and what they care about, how long you will be speaking), and the speaking format involved. (Ask some basic questions: Is it just you, or is it a panel or roundtable? Will there be a question and answer period?).

2. Knowing Your Topic

Ask the group you are speaking to or the event coordinator what topic, if any, they want to hear about. Make sure you know what the topic of the event is so you can prepare your speech accordingly. Then, make sure your speech is well researched and relevant to that topic.

3. Practicing

Whether this is the first time you've given the speech or you've given it a dozen times before, practice it before you give it. Be prepared for questions the audience may ask as well – don't let them throw you off guard.

The goal of any political speech is persuasion – you want to bring the crowd around to your point of view, whether that means convincing them to vote for you or that the marginal development in one region is greater than the other. To do this, you need to know your crowd and your topic, and be well practiced to ensure that you are able to drive your message home.

Over-Coming Negative Political Press Coverage

There's only one real way to beat bad news that comes out about your candidate: get out in front of it. In the press game, you've got to respond to bad press, quickly and loudly. Think back to campus politics.

Whenever you heard a bad rumor about someone, you almost always assumed it was true unless the person came out and denied it in a credible way. The laws of human behavior haven't changed much since then. If the source is credible, most people are going to believe the story has merit unless there is some form of denial involved by the accused.

If your candidate is accused of doing something that he or she didn't do, make sure your denial is clear and crisp. There must be no reading between the lines. Don't mince words when you tell the reporter or producer that the allegation is false and you didn't do it. And if you talk on television, don't give viewers an opportunity to draw their own conclusions. Make it easy for them to believe that you are a victim, and the accusations are false. Be clear in your denial.

It's easy to deny charges when the allegations are false, but what happens when the allegations against you are true? How should you respond when someone accuses you or your campaign of a negative act,

and inside you know it did happen? I wouldn't recommend pulling a page from President Clinton's crisis book and denying it at all costs. President Clinton rightfully assumed it was going to be his word versus the word of a former intern and most of America would see him as the credible one. He obviously didn't take into account the stained dress would survive the years and surface as evidence. Likewise, you never know what evidence the reporter or producer has supporting the allegation against you, so don't deny something that you know is true. Reporters are paid to find facts and if they find any information that proves you are lying, your credibility is lost for good.

I'm of the journalism school that subscribes it will almost always hurt you to decline an interview with the media, regardless of whether you are guilty or innocent. If you say no to an interview, you have virtually no chance of shaping the story's coverage. However, if you say yes to an interview and artfully prepare your statements you can at least maintain damage control. And with a little splash of spin, there is even a chance you could turn a negative story into a positive one.

There are several reasons why I say it will almost always hurt you not wanting to talk to the media. The most important reason is you give a reporter full reign to pursue his or her story when you decline to speak on the record. Every allegation in a reporter's story must be vetted or at least screened by the accused for legal reasons, but if you refuse to talk to the journalist, he doesn't have to run the allegations by anyone. Effectively, you remove a reporter's checks and balances by refusing to talk to a reporter.

In addition, if you don't defend yourself people will assume you are guilty. Even if the reporter reads a statement from you, viewers and readers will gloss over that element of the story. Instead, they will see and hear a victim making strong charges against you. They will hear evidence supporting the victim's claim. And then they are going to hear the reporter say on camera, "The candidate, Mr. Johnny Jones, refused to answer any of our questions."

The subconscious mind will be moving in high gear when this is heard. Why wouldn't the candidate or campaign manager talk to the reporter? Viewers and readers will assume the businessman is guilty and hiding something. If he didn't do it, he would deny it. It's common human behavior to assume guilty people try to hide. Now, let's assume you do decide to talk to the media. The story must now include a portion of its time to your defense. If your communication strategy is executed properly, readers and viewers will hear from you why: A) the story isn't true, B) the opposition is stretching the truth, or C) you are working to solve the problem. If you can project an image of sympathy or empathy, viewers might even feel sorry for you and give you the benefit of the doubt, knowing everyone is entitled to make a mistake in life.

CONCLUSION

This book provides a great deal of information. Even when reading through the whole lay-out at first and then work through it step by step, taking the time to write down specific points for a campaign plan, there would probably be few key issues that may be of great interest. It is impossible to foresee all that will happen in the campaign process, even if you have past political experiences. You should refer back to this manual, just as you should refer back to your campaign plan, as the campaign progresses and questions arise.

The most important concepts here are the following:

1. You must begin to look at the campaign as a whole and then break it down into easy to accomplish parts.
2. You must develop a realistic strategy for winning and you must write that strategy down in a realistic campaign plan.
3. Finally, you must follow through on that campaign plan, doing the hard work of contacting voters and persuading them to vote.

Following these steps will make your campaign much more effective and efficient at using your resources of time, money and people. Using these steps will make your campaign much more effective at persuading voters to vote for you. Working with these six steps-by- steps will set you well on the road to electoral victory. Using the six steps by step principles of campaign strategy planning process, it has been possible to address the possibility of a successful election through a well-coordinated effort either by a political party campaign team or an individual candidate's campaign organisation.

With regards to the 2015 general election in Nigeria, it is going to be an interesting exercise in view of the emerging opposition strength and the threats on a positive challenge to unseat the ruling party. Thus, for many who would endeavour to follow and practice the six step-by-step campaign strategy principles, within a conventional and universally acceptable electoral system then they should be able to fore-see a realistic victorious campaign and election outcome. Also important here is the rising prospect of new technology developments and increasing access to mobile communications systems and internet connectivity across Nigerian urban/rural communities which makes it easier for a better informed society and an engaging electorate. Thus, with the good and consistent use of these campaign strategies by either a political party or an individual candidate, there would be a much more constructive outcome during and after every election, with less situation of rogue ballot stuffing or election rigging activity.

Taking into consideration the electoral outcomes at the last concluded governorship elections in both Edo and Ondo states, where it was very clear that there were various changes on the campaign strategies by the candidates and an informed electorate, as such leading to changes on the part of voter's response. These two elections have shown the gradual improvement on the electoral system, of which there is an open understanding of the political behaviour of voters and why parties and their candidate would have to work hard to overcome the issues of business as usual on Election Day.

APPENDIX A: A GLOSSARY OF CAMPAIGN TERMS

Advertisements - A form of voter contact in which the campaign pays to have the mass media deliver the message. See Message, Mass Media and Paid Media.

Attitudes - This describes how the voters feel going into the election - either satisfied or angry, feeling better off or worse off, etc.

Ballot - The official document voters will use to cast their vote, thus making their choices known.

Ballot Placement - This is the place where the candidate's name appears on the ballot. If there are a lot of candidates on the ballot or it is otherwise long, voters will often not read all the way down the list, thus giving candidates with a higher placement a better chance.

Baseline Poll - A political poll taken to determine as much information about the voters as possible, usually done early in the campaign before there is much political activity. See Political Poll and Tracking Poll.

Blind Pull - In areas where there is considerable support for the candidate - say six out of ten voters support the candidate - it may benefit the campaign if as many voters as possible go to the polls, regardless of whether or not the supporters have been identified. If everyone in an area is encouraged to vote, then this is considered a "blind pull" to the polls. See GOTV and Pull.

Board of Elections - Usually a non-partisan board or multi-partisan board set up to oversee the election and make sure that it is conducted fairly. In Malaysia however the official board of elections is the Election Commission, which many political observers have described as having a pro-government role. See Election Commission.

Budget - The budget usually refers to the amount of money you expect to spend on various aspects of the campaign. You should also figure out how many people are needed to accomplish each task and how long each task will take. In this way you will also be budgeting you time and people resources as well.

By-Election - An election not held at the usually scheduled time, often to fill a vacancy in the office. There is often much lower voter turnout in a special or by-election. See Special Election.

Campaign Calendar - The calendar used to schedule events and voter contact in the campaign. This should be a master calendar with the final say of what goes on in the campaign (“if it’s not on the calendar, it’s not happening”). Often there is a large, public version (and therefore less complete) hanging on the wall.

Campaign Committee - Often this is the decision making group in the campaign made up of the key advisors to the candidate. See Campaign Team.

Campaign Literature - Printed campaign material used to inform potential voters about the candidate and persuade them to vote for the candidate.

Campaign Manager - The person responsible for overseeing the strategic development and the day-to-day running of the campaign. The candidate cannot be the campaign manager.

Campaign Methods - There are no tricks or fancy techniques to winning the confidence of the voters. There is only hard work and the methods outlined in this manual.

Campaign Plan - The written document bringing together the important research, the targeting, the message and the strategy of the campaign. This should be drafted at the beginning of the campaign and provide a step-by-step outline of how the campaign will get to Election Day.

Campaign Professionals - People who have experience working in many past campaigns and are often paid to work on campaigns. These people understand the hard work needed to persuade voters and get elected. There are no tricks or short cuts.

Campaign Resources - The only resources available in politics are time, money and people. Everything can be divided into one of these areas. It is important that every campaign, no matter how large or small, use each of these resources in the most efficient manner possible.

Campaign Team - Often this is the decision making group in the campaign made up of the key advisors to the candidate. In some cases the campaign team may be the Campaign Committee plus the campaign staff. See Campaign Committee.

Candidate - This is the person running for a particular elected position. The role of the candidate is to meet voters and potential donors to the campaign and persuade

them to support the candidate. The candidate cannot be the campaign manager, responsible for the strategic development and day to day running of the campaign.

Candidate Research - Candidate research is all the information, both good and bad, that your campaign can put together on your candidate. This is part of the overall research that should be done at the beginning of the campaign. See Research.

Canvass - Going from door to door, house-to-house, apartment-to-apartment, voter-to-voter delivering the campaign message persuading voters and identifying supporters. See Door-to-Door.

Characteristics of Message - A campaign message must be short, truthful and credible, persuasive and important to voters, show contrast with the opposition, and speak to the heart, be targeted and repeated again and again.

Collateral Group - A demographic group similar to or having similar interests to another demographic group. For example, teachers may share an interest in improving education with mothers. Teachers and mothers would be collateral groups.

Constant Campaign - The concept that the candidate and the party are always working for the next election and do not wait for election time to start delivering a message.

Constituency - A portion of the population represented by a particular elected leader or organization.

Contrast - Using the campaign message to demonstrate the difference between candidates when they are compared with each other. It is important to give the voters a clear choice. See Credibility and Message.

Contributions - Money donated to a political campaign or otherwise given without conditions.

Created Events - Any attempt by the campaign to bring together a large group of people. Generally people brought together by the campaign will already be supporters, but the event may receive press coverage and thereby influence other voters. Created events can also be used to raise funds and energize supporters.

Credibility - The positive or negative view voters have of a candidate or party. By creating contrast, campaigns can use their message to raise their candidate's credibility, lower their opponents' credibility or both.

Cross-sets - Small groupings within the demographic breakdown that are members of at least two other demographic sets.

Demographic Targeting - Grouping of the voting population based on age, gender, income, education level, occupation, ethnic background, religion, or any other smaller, identifiable grouping of the whole voter population. It is assumed that voters who identify with a particular demographic group will vote in a similar way.

Direct Voter Contact - Any method by which the candidate or the campaign communicates the message to potential voters in person, rather than using some form of media.

Direct Mail Fundraising - Sending voters something in the mail asking them to contribute to an organization, a political party or a candidate.

District - The defined geographic area in which the election will be held and following the election, the winner will represent.

District Research - District research is all the information that your campaign can put together about the district. This is part of the overall research that should be done at the beginning of the campaign. See Research.

Door-to-Door - This is a type of voter contact in which the candidate or volunteers go from one house or apartment to another, talking directly to voters. When done by the candidate, this is one of the most persuasive methods of winning votes, though it is time and labour intensive.

Earned Media - Any coverage of the campaign in the press. It is called “earned media,” as opposed to paid media, because the campaign will often have to expand a considerable amount of time and energy to receive good coverage.

Election Commission - Usually a non-partisan board set up to oversee the election and make sure that it is conducted fairly. In Malaysia however the official board of elections is the Election Commission, which has been criticized by some as being less than independent. See Board of Elections.

Election Day - The day on which the voters come to the polls and cast their votes to elect their leaders.

Election Goal - This usually refers to the number of votes needed to win an election. It is assumed that the overall goal of the election campaign is to win a particular office. This is not always the case. Some candidates run for office to promote a particular idea or expose an opponent’s record on a particular issue.

Election Rules - Any laws or rules of the election commission that will affect the election in any way.

Electorate - This is the portion of the population able to vote in this election.

Electronic Media - Electronic media is television and radio organizations that use spoken words and/or video, as opposed to the print media that uses the written word and/or pictures.

Ethnic Voter - An ethnic voter is one who identifies with a particular national, religious or language grouping. These are generally groupings within the demographic breakdown of the population.

Executive Office - An elected position that oversees the running of the government, such as a chief minister or prime minister.

Expected Turnout - The number of voters you believe will go to the polls and vote in this particular election and this particular race.

Filing Deadline - The last day and time in which the candidate can file for a particular office.

Focus Groups - A method of sociological research in which a small group of people are brought together and asked a series of questions. The point is to receive qualitative information about public attitudes and test reactions to various messages and information.

Friends of Friends Program - A method of voter contact where volunteers agree to contact their friends either through the mail or on the phone and encourage them to vote for the candidate.

Fundraiser - An event planned with the goal of raising money for the campaign. Fundraiser may also refer to the person who raises the funds for the campaign by any method.

Fundraising - Any legal method used to raise money for the campaign.

Geographic Targeting - Grouping the voting population based on where they live and determining patterns within the voting population based on geography. It is assumed that voters who live a particular area and voted one way in the past will probably vote the same way in the future, barring any extreme change in their situation.

Golden Rule - All campaigns must repeatedly communicate a persuasive message to people who will vote.

GOTV - “Get out the Vote” or GOTV is the term used to remind voters to go to the polls and vote for your candidate. Often a campaign will expend a considerable amount of effort just before Election Day to make sure that your supporters turn out and vote.

Image Maker - There are a lot of people with very little campaign experience who are conning candidates into thinking that elections are complicated or that there are certain tricks they can use to fool the voters. They often talk about psychoanalyzing the voters or the way a candidate dresses instead of the hard work of contacting voters and persuading them with a clear message. Lazy candidates who are looking for a quick fix often fall for their talk and waste a lot of time and money in doing so.

Incumbent - A candidate running again for an elected position that they already hold.

Internet Campaigning - Any method of voter contact using computers and the communications network. Typically this involves developing campaign pages on the World Wide Web. While this can be an inexpensive way to convey a lot of information to those interested in the candidate and the campaign, it is not an effective voter contact method because it does not go to the voters. Instead voters have to go to it.

Issues - A solution or partial solution to a problem. The economic crisis is a problem, not an issue. Whether or not cutting taxes to spur investment or paying pensions are good ideas may be issues.

Lawn Signs - Large signs with the candidate’s name on them and the office they are seeking which can be put in put on lawns and other areas near roads. Lawn signs are good for increasing name recognition of the candidate and reminding people to vote. See Visibility.

Leadership Qualities - The particular traits people are looking for in those that represent them.

Legislative Office - A legislative office is a position on an elected state government or federal government; a body dealing with legislation.

Literature Drop - A voter contact method in which volunteers go door to door to leave campaign literature at each house or apartment of voters in the district. Because they do not knock on the doors and talk to voters, this is a less persuasive method of voter contact than door to door, but can be accomplished a lot quicker. See Campaign Literature and Door-to-Door.

Literature Hand-out - A voter contact method in which volunteers hand campaign literature to potential voters gathered in any large groups, such as workers leaving a factory, commuters waiting for a train or shoppers at a market. See Campaign Literature.

Mail - A voter contact method in which campaign literature is sent through the post to voters. Depending on the type of voter file or mailing list you have, this literature can be targeted to voters based on geography or demographics. See Campaign Literature and Voter File.

Majority - Fifty per cent of the votes cast plus one vote. This as opposed to a simple plurality of the vote or the most votes cast.

Message - A limited body of truthful information that is consistently conveyed by the candidate and the campaign to provide persuasive reasons for voters to vote for the candidate.

Message Box - The exercise in which the campaign views what will be said in the election by us about us, by us about them, by them about them and by them about us. This should be a fairly complete picture of everything that will be said during the campaign and should provide the campaign with a clear contrast with their opponents.

Money - One of the three resources in every political campaign, the others being time and people. It is important to determine how much money each activity in the campaign will cost and plan for it.

Non-Partisan - When something relates to all political parties or no particular political parties. A non-partisan election is one where candidates are not affiliated with particular parties and their party is not listed on the ballot. A non-partisan organization is one that associates with either no political parties or many different political parties, avoiding the association with one particular party.

Opinion Leaders - Opinion leaders are people in the community who can influence others. These people can be leaders of civic organizations, other political leaders, members of the media, or well-known and respected individuals. It is often important to win the endorsement of these individuals early in the campaign.

Opponents - These are other candidates running for the same office and on the same ballot as your candidate.

Opposition Research - Opposition research is all the information, both good and bad, that your campaign can put together on all of the viable opponents. This is part of the overall research that should be done at the beginning of the campaign. See Research.

Paid Media - Any advertisements the campaign pays to have placed in the mass media, such as television, radio or newspapers.

Palm Card - A standard piece of campaign literature used to describe the candidate and provide a reason to vote for them. This should provide a clear summary of the campaign message.

Partisan - Anything relating to the political party. When an election is partisan, it means that party affiliation matters and may be listed on the ballot.

Party List - This is a method of voting where the voters vote for a party and the party selects the candidates based on the percentage of the vote it receives.

Past Performance - This is the information for past elections on how many votes or what percentage of votes candidates from a particular party or similar ideology received. If there are similar candidates or multiple elections, the various percentages can be averaged together to find an overall performance.

People - One of the three resources every political campaign has, the other two being time and money. It is important to determine how many people will be needed to accomplish each activity and plan for it.

Persuadability - This is the percentage of voters in a precinct or district that do not vote in a consistent way. In other words, voters in a district may vote for one candidate and not vote for a candidate with a similar ideology or from the same party in either the same election or in two consecutive elections. These non-consistent voters are considered to be persuadable and the percentage of persuadable voters in a district can influence the amount and type of voter contact the campaign plans in that district.

Persuadable Voters - Voters who do not vote in a consistent way, voting for one candidate and not voting for a candidate with a similar ideology or from the same party in either the same election or in two consecutive elections. It is believed that these voters do not identify with a particular party or ideology and can be persuaded by a clear message.

Phone Bank - A place where there are a number of phones and volunteers are able to come together as a group to phone voters.

Phoning - A method of voter contact in which volunteers call voters on the phone. This method can be used to persuade voters, identify supporters and turn out the vote near Election Day.

Platform - The program, often written, that the political party or candidate will address if and when they are elected. This is not a campaign message. See Program.

Plurality - The most votes cast in a given election. This differs from a majority of the votes cast or 50% plus one vote.

Political Landscape - The environment in which the campaign will be waged, particularly in reference to the various people involved in politics in the area.

Political Players - Those people involved in politics in the area and who may influence the campaign one way or another.

Political Polling - Scientific, quantitative sociological research based on randomly selected voters used by the campaign to determine the opinions of the voters and used to provide strategic planning information.

Polling Place - The particular location where voters go to cast their ballots.

Posters - Large signs with the candidate's name on them and the office they are seeking which can be put in windows and on poles. Posters are good for increasing name recognition of the candidate and reminding people to vote.

Polling Station - The smallest district in relation to elections. Usually a polling station has one polling place, but several channels, generally divided by age of voter.

Polling Station Captain - An individual responsible for organizing the party activity, voter contact program and Election Day operation in a particular polling station. Sometimes these people are volunteers and sometimes they are elected. See Polling Station.

Polling Station Information - Whatever information can be gathered about a particular polling station, such as voter list, turnout from the last election, and returns from the last election.

Press - Anyone who works for a mass media organization and who is writing or otherwise commenting on the election campaign. This may also refer to what is written - “she received good press.”

Press Conference - An event planned by the campaign to which the press is invited with the purpose to providing information about the campaign or on a particular issue.

Print Media - Print media are independent newspapers and magazines or any other part of the mass media using the written word and/or still pictures, as opposed to the electronic media that use the spoken word and/or video.

Proactive Campaign - A campaign that has a strategy and a written plan to carry that strategy out. This campaign sets the agenda in the election and knows what to expect from their opponents.

Program - The candidate or party’s program is what they say they will do concerning various issues important to the voters. A program is not a message.

Pull - Making sure that voters who support the candidate go to the polls and vote for the candidate on Election Day. The campaign should do everything short of “pulling” the voters to the polls. Generally only supporters who have been identified previously are encouraged to vote, except in areas of extreme support. See GOTV and Blind Pull.

Race - An election campaign is often compared to a running race in which candidates “run for office.” See Running for Office.

Reactive Campaign - A campaign that spends its resources responding to the political landscape and what happens during the campaign. This is a campaign that lacks a plan, is always behind and cannot set the agenda. See Proactive Campaign.

Research - All the information that will influence this election that your campaign can find. This may include information about the election rules, the district, the voters, past elections, this election, your candidate and any viable opponents. Research is the first step in putting together a campaign strategy and plan.

Rule of Finite Resources - Every decision to do something is a decision not to do something else. Every campaign has a limited number of each of the resources, time, money and people, and must make decisions about how to use those resources. It is therefore important to have a written campaign plan which lays out the strategy.

Running for Office - An election campaign is often compared to a running race in which candidates “run for office.” See Race.

Scheduler - The person in the campaign responsible for keeping the campaign calendar, the candidate’s calendar and responding to invitations.

Slogan - This is a short phrase that voters may remember to identify the candidate or campaign. A slogan is not a message.

Speech - Usually prepared remarks given orally to a group of people or a large audience.

Stay On Message - When a candidate or campaign continues to deliver the same message or theme at every opportunity. Often the opponent will try to pull the campaign off their message but it is critical not to let this happen.

Strategic Planning Session - a meeting or short series of meetings, of the candidate and any key advisors that will gather the necessary information and determine the overall strategy of the campaign. This strategy must be written down in the form of a campaign plan.

Strategy - The method, written into the campaign plan, of what the campaign will do from this point to Election Day to elect the candidate to the chosen office.

Stump Speech - A standard speech delivered by a candidate on many occasions. This speech should contain the campaign message as its core and be repeated at every opportunity.

Supporters - Voters and others who have been identified by the campaign as people who will vote for the candidate or party in this election.

Surrogate - Anyone speaking on behalf of the candidate or otherwise officially representing the candidate.

Swing District - An election district has a history of voting for different parties or different types of candidates in the same or consecutive elections. Because the district can “swing” back and forth between different parties or candidates, it is often important to spend campaign resources to persuade voters in these districts to ensure that the campaign wins them. See Persuadability.

Swing Polling Stations – Polling stations within a particular election district that have a history of voting for different parties or different ideologies in different elections. The campaign may want to put extra resources into these districts to ensure that the candidate wins them.

Swing Voter - Voters who are not tied to a particular political party or ideology, but have a history of voting for different parties or different ideologies in the same or different elections. These voters are considered persuadable and likely to be reached by a good campaign message or other information.

Target Voters - Voters whom the campaign believes are most likely to be persuaded by the campaign's message and thus provide the margin of victory.

Targeting - The process of dividing the voting population into smaller groups and determining which of the votes you want to concentrate your message on to provide the margin of victory.

The Campaign - This refers to either the organization put together to elect a particular candidate or the period of time in which an election is waged.

Time - One of the three resources every political campaign has, the other two being people and money. It is important to determine how much time each campaign activity will take and plan for it. Unlike the other two resources, time is the same for each of the campaigns involved in an election, but not all campaigns use their time as effectively.

Tracking Poll - A political poll taken later in the campaign to determine how the campaign's message and the various methods of voter contact is affecting undecided and persuadable voters.

Turnout - This is the portion of the electorate that actually goes to the polls and votes. This can be referred to as a percentage or as a real number.

Values - The principles considered desirable by the voters.

Visibility - The voter contact method in which the candidate's name is advertised on signs, tee shirts, cups and just about anything else. If seen enough this can often raise the candidate's name recognition but it does little to persuade voters with a campaign message.

Volunteer - A supporter of the candidate who generally spends some of their time helping the campaign without being paid a salary.

Volunteer Coordinator - A person on the campaign staff responsible for recruiting and scheduling volunteers.

Vote Shifting - When voters vote for one candidate in one election and vote for a candidate from a different party or with a different ideology in the next election. Voters who shift their votes are considered to be persuadable with a campaign message.

Vote Splitting - When voters vote for one candidate and vote for a candidate from a different party or with a different ideology on the same ballot in the same election. Voters who split their votes are considered to be persuadable with a campaign message.

Voter Drop Off - Less important or lower profile races often receive fewer votes than higher profile races because often voters do not know about the race, do not know the candidates and do not feel comfortable voting for candidates they do not know.

Voter Fatigue - The tendency of voters not to vote for candidates they do not know or in races they do not care about. Voter fatigue is greatest in low profile or down ballot races. It can also occur when several elections take place in quick succession.

Voter File - A database that contains at least the name and address of all the voters in a district. An enhanced voter file may have other information about the voters such as their phone numbers, their ages, and whether or not they have a history of voting in the past. Political parties and candidates may further enhance the voter file by finding out who supports the candidate or what issues are important to voters. The only way to do this is to ask voters directly.

Voter Priorities - Voters often care about things that affect them directly, such as their job or the education of their children. They often care less about policy issues that they have little control over. Candidates need to speak to the voters about things they care about.

Voter - This is any person who is able to vote in this election for this particular office. See Electorate. Accomplish parts.

APPENDIX B:

Figure 1: Campaign and Election Circle

Figure 2: Nigeria Electoral Map 2011

Figure 3: Nigerian Geo-political Map 2011

Figure 4: 2011 Election Maps

Figure 5: A Nigerian Polling Station

Figure 6: The Mobile Phone Connectivity in Nigeria

Figure 7: The UK Labour Party Campaign Slogan 2010

Figure 8: Good Luck Jonathan Campaign Slogan 2011

Figure 9: Social Media Networks

Figure 10: Jonathan and Social Media for Political Campaign 2011

APPENDIX C:

Table 1: Population Divide 2011

Table 2: Total Registered Voters 2011

Table 3: Candidates Profiling

Table 4: Population Index 1991/2006

Table 5: Population Index (Expanded) 1991/2006

Table 6: Final Voters Registration 2011

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