



Activity 6

ID.4.6.3. Preparation of election campaign

Module 4. Exercising Citizenship.
Political participation

This project has been funded with support from the European Commission.

This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



In this document we want to explain the process of an election campaign.

With all this information you can make a simulation of an electoral campaign with people with intellectual disabilities.

Summary

- What is an election campaign?
- What do we need to organise an election campaign?
- Materials for the election campaign.
- Meeting with campaign candidates.
- Preparing for voting.
- Voting day.
- Voting results.
- Speech of winning candidate.

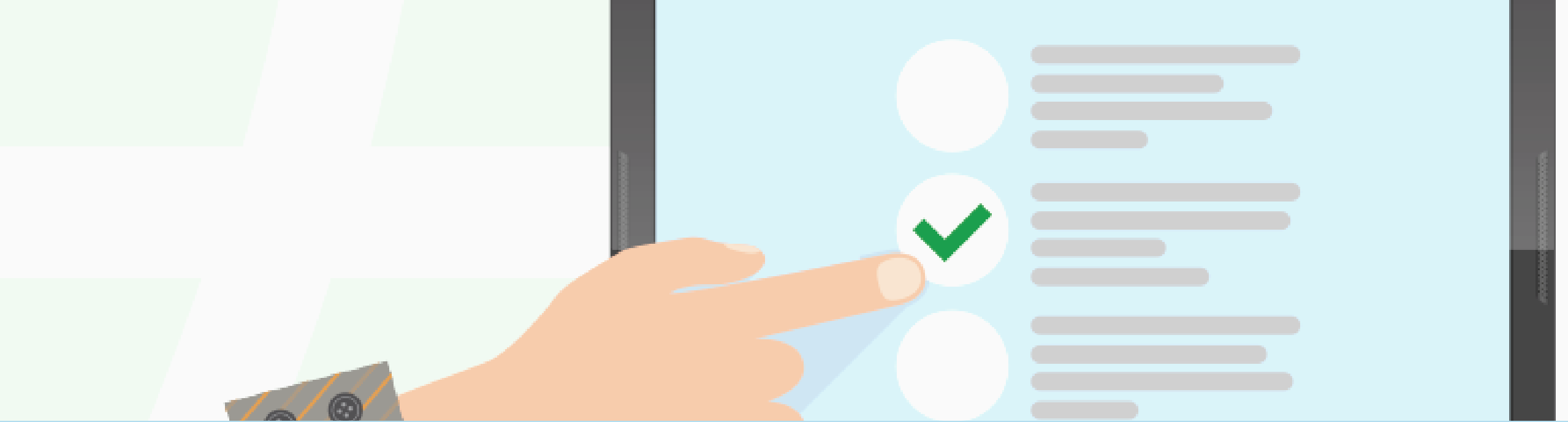
What is an election campaign?

The election campaign is the process where political parties and candidates explain what they want to do if the citizens vote for them.

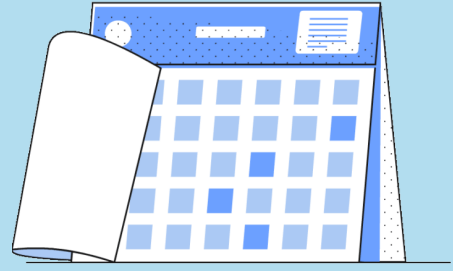
During the election campaign all candidates have the right to have time to explain their electoral programme.

During the election campaign, each political party prepares a few materials for dissemination.

These materials are, for example, a campaign slogan, the candidate's poster and the electoral programme.



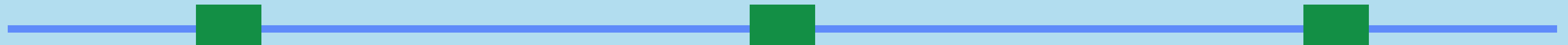
What do we need to organise an election campaign?



Electoral campaign calendar

The first step is to prepare a timetable of the entire election campaign.

Three important dates are decided in the calendar:



Campaign start date

End of campaign day

Voting day

Candidate in the campaign

A person who wants to be elected in elections.

For example, to become president, mayor or representative in an organisation.

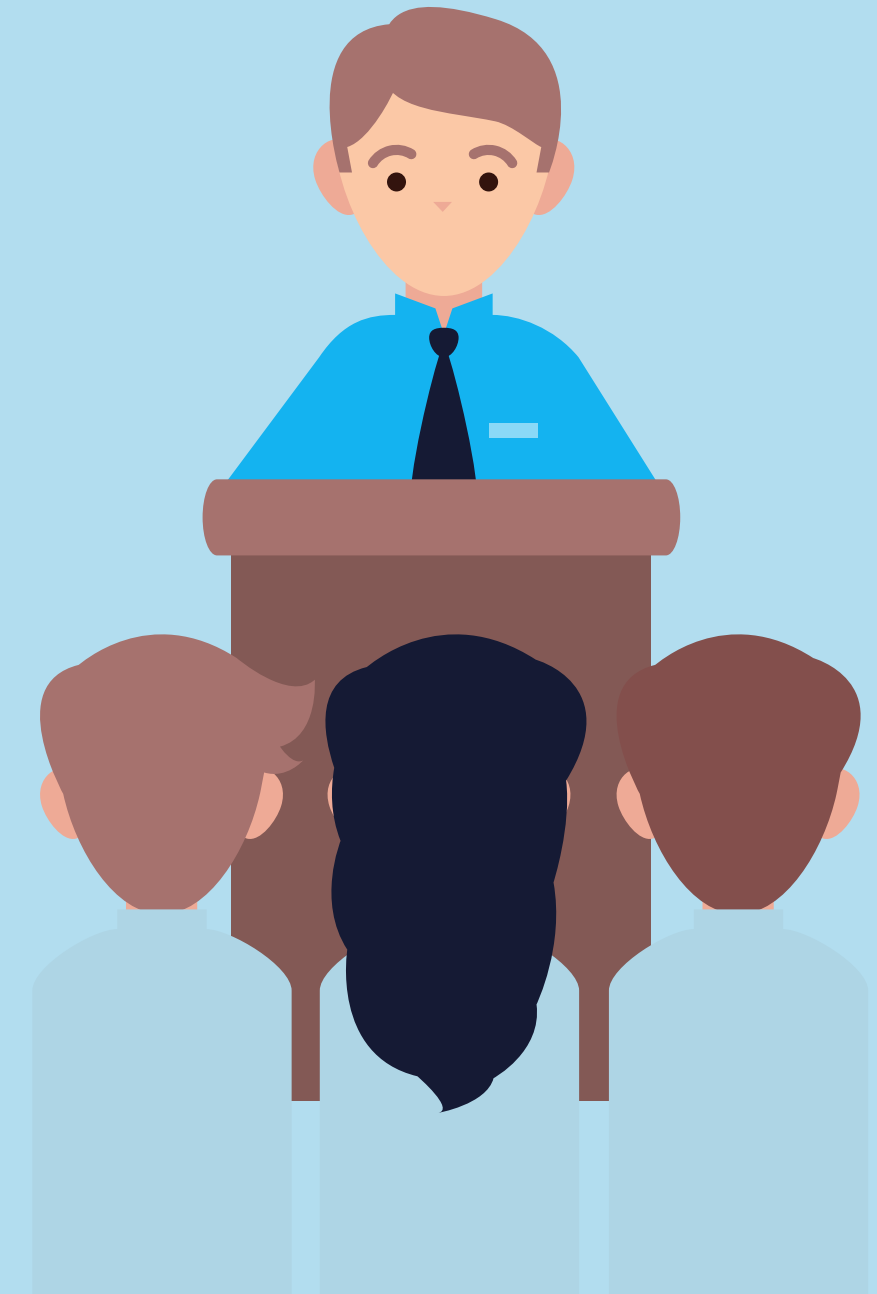
In every election campaign there are several candidates from different political parties.

Some examples of candidates are:



Events election campaign

- Presentation of the candidate.
Each political party organises an event to present the candidate.
- Candidates debate.
- Events with the public to explain its electoral programme.



Materials for the election campaign

In an election campaign, different materials are prepared for dissemination in the media and in the community.

These materials are used so that citizens have all the information about the campaign and decide which candidate to vote for.

Now we look at what materials are important to prepare in an election campaign.



Materials for the election campaign



Campaign Slogan

Each political party or candidate chooses a slogan for the election campaign.

The slogan defines in a few words the party's objective in the campaign.



Candidate Posters



Electoral Programme

An electoral programme is a document where political parties write their ideas and what they say they will do if they win the election.

Citizens can read the electoral programmes and see the proposals.

Social Media Campaign

In an election campaign, information on social media is important.

During the campaign, each political party and candidate publishes information and materials on the different profiles of their social networks.



Facebook



Twitter



Instagram

Meeting with campaign candidates

The meeting between the candidates is one of the last events in the electoral campaign.

The meeting is the last chance to convince the citizens of which candidate they should vote for.

During the meeting they talk about the main proposals to be carried out after the vote.



Practical Activity



4.6.1A. Preparation Meeting

Practical Activity



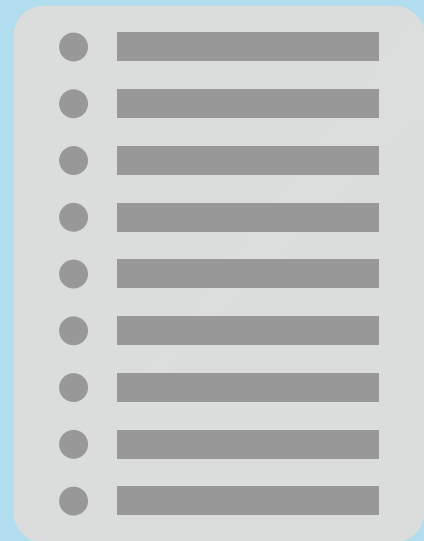
4.6.2A. Search for political information

Preparing for voting

There are also various things to prepare for voting day:

Electoral register.

The electoral register is the list of all the people who are right to vote in this campaign.



Preparing for voting



The Polling Station.

This is the place where you go to vote.

It's prepared on voting day with ballot boxes,

booths, tables with ballot papers,

so that people can vote.

Preparing for voting

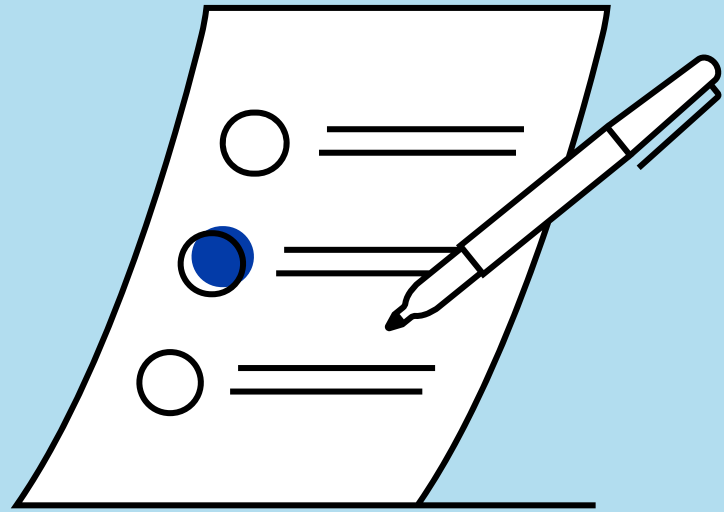


Voting timetable.

The start time and the end time will be stated.

For example, you can go to vote from 9
in the morning, to 2 in the afternoon.

Preparing for voting



Ballot papers.

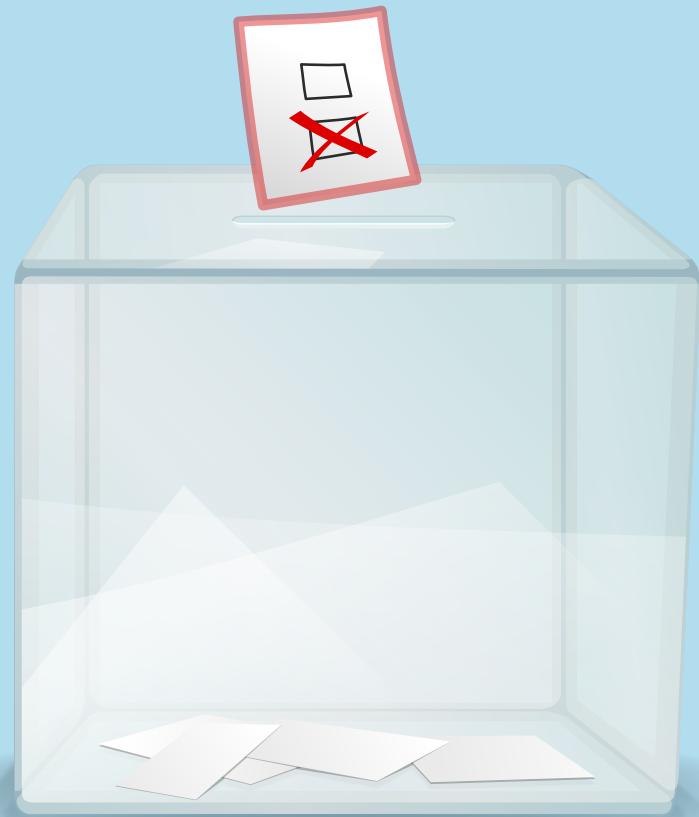
Ballot papers are the pages

that you put in the envelopes on voting day.

The ballot papers contain the names

of the people who are standing to be voted for.

Preparing for voting



Ballot box.

A ballot box is a glass box

where people put their votes on election day.

Preparing for voting



Polling station.

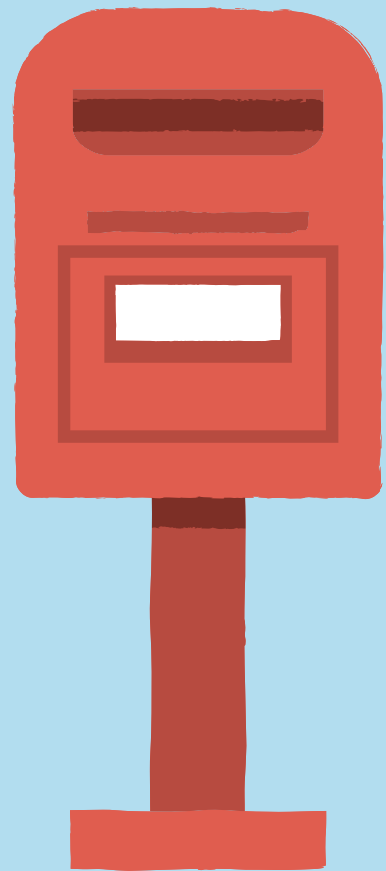
Is a table that is at the polling station on voting day.

This is where the ballot boxes are located to cast the vote.

There are also the presidents of the polling station, the voting officers, the voters' representatives and the proxies.

These people make sure that everything goes well during the voting.

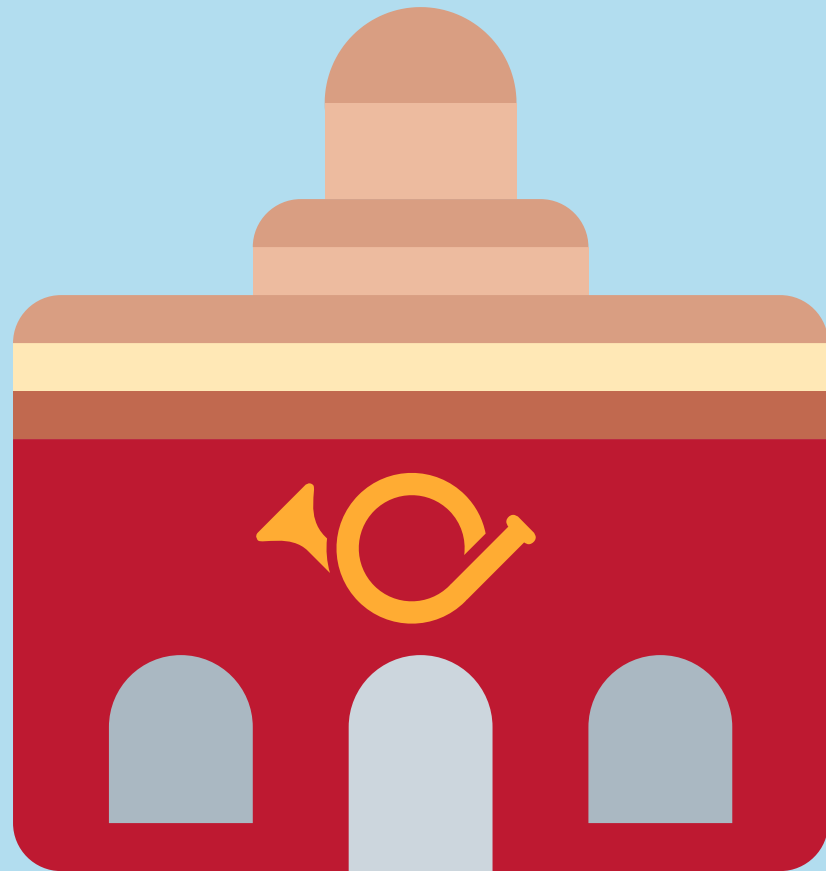
Postal voting



Anyone can vote by going to the polling station,
but we can also vote by post.

We can apply to vote by post
when we are unable to go to the polling station
on polling day.

Steps for postal voting



Step 1.

Go to a post office and ask for an postal voting application form.

Complete the application form and hand it in at the post office.

Steps for postal voting



Step 2.

You will receive at home a letter

with all the ballot papers

and envelopes of the parties that are candidates

for that are standing in the elections.

Steps for postal voting

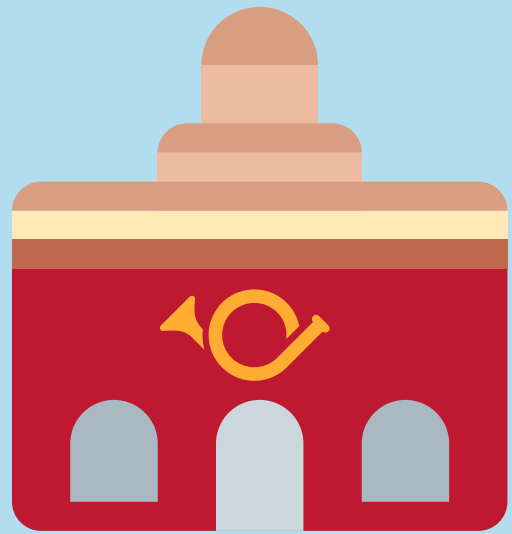
Step 3.



Put the ballot paper of the candidate you want to vote for in the envelope.

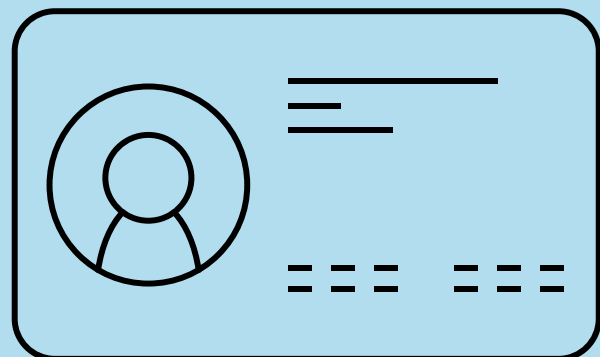
Check that you put it in the correct envelope.

Steps for postal voting



Step 4.

Take your voting envelope to a post office.



Remember to bring your
personal identification card.

Postal voting



Postal voting is free
and you can vote by post up
to a few days before election day.

Voting Day

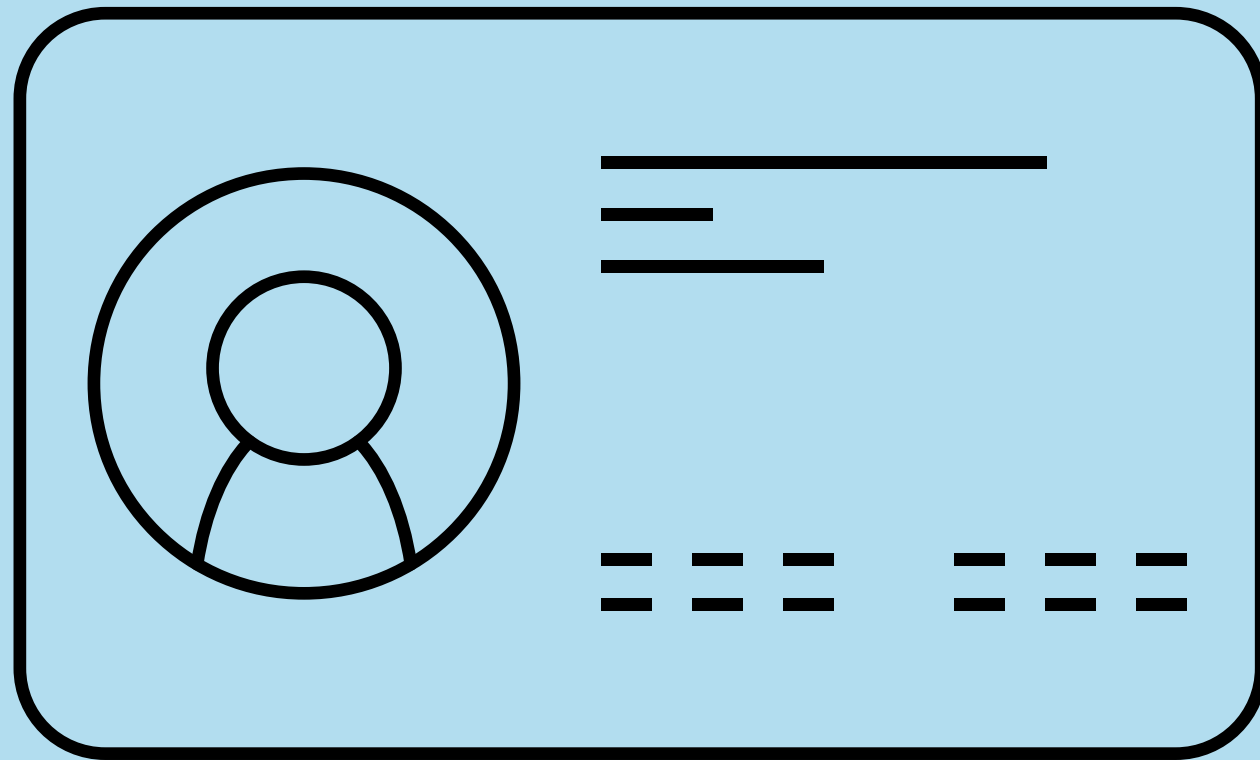


Voting day is the most important day of the entire election campaign.

It's the day when everyone exercises their right to vote.

Here are the important steps to vote.

Step 1.



Bring your ID card.

Step 2.



Go to the polling station.

Step 3.



Look for the place where the ballot papers and envelopes.

The ballot papers may be at the polling station or in the voting booth.

In the voting booth you have more privacy to prepare your vote.

Step 4.



Take the ballot papers of the candidate you want to vote for.

Put the ballot paper in the envelope.

You can only put one ballot paper in the envelope.

Make sure the envelope is sealed tightly.

Step 5.



Go to the table where the ballot box is located.

Step 6.



Give your ID card to the president.

The president is the person sitting in the centre of the table.

All the people will check whether your first and last name are on the list.

Step 7.



When the president authorises you,
put the envelope in the ballot box.



Voting results

The counting of all votes takes place when the polling station closes.

The people at the polling station open the ballot box and take out the envelopes to count the number of votes each candidate has.

They also count the invalid and white votes.

A invalid vote is when there is a wrong ballot paper in the envelope or you write on the ballot paper.

And a white vote is when the envelope is empty or the ballot paper is white, without any name on it.

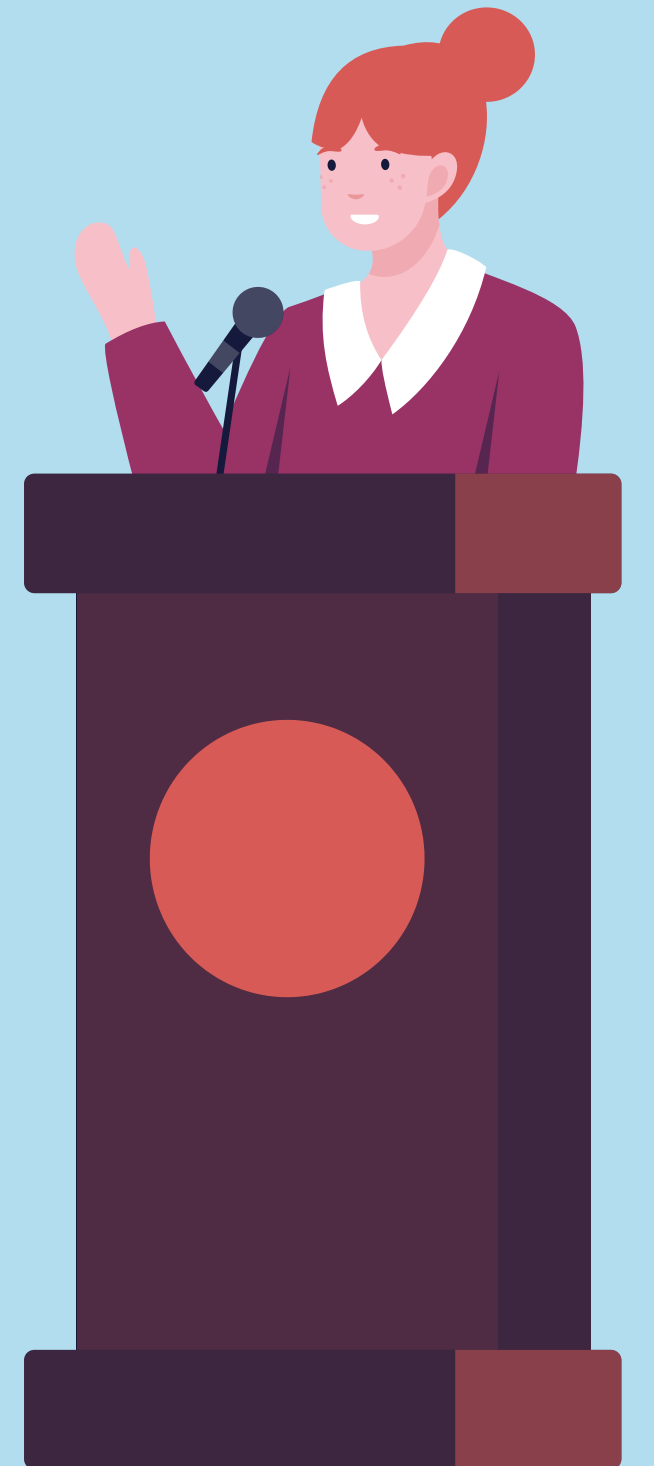
Election results are published on the internet and in the media channels.

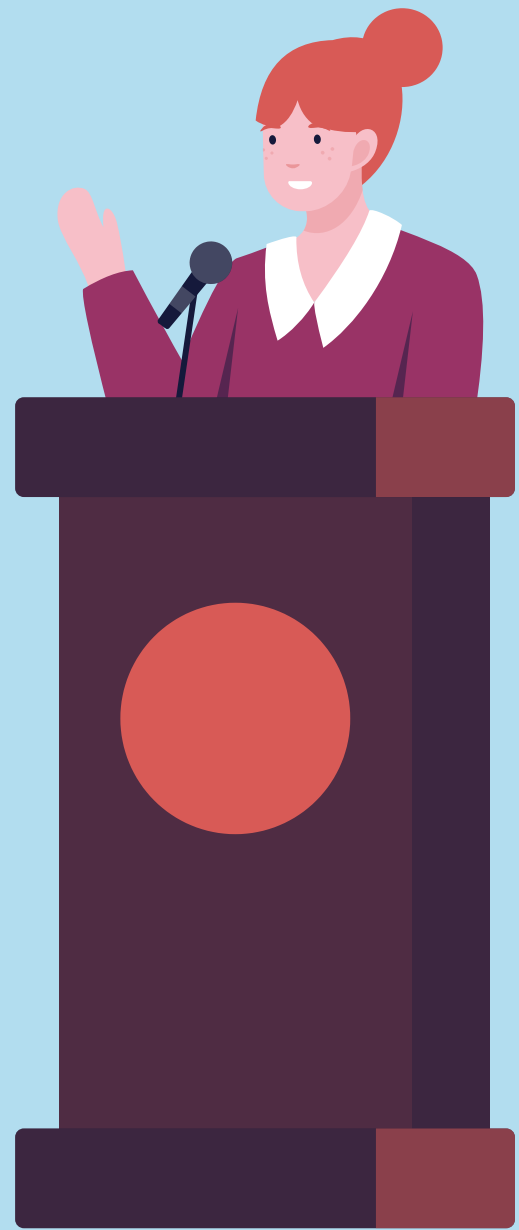
Speech of winning candidate

The candidate who won the election makes a speech to say thank you for all the votes received.

The speech can take place at the political party's office.

You can also watch the speech on TV, internet, or listen to it on the radio.





**Now it's time
for election campaigning**

Practical Activity



4.6.4A. Candidate Photography
and Election Campaign.

Practical Activity

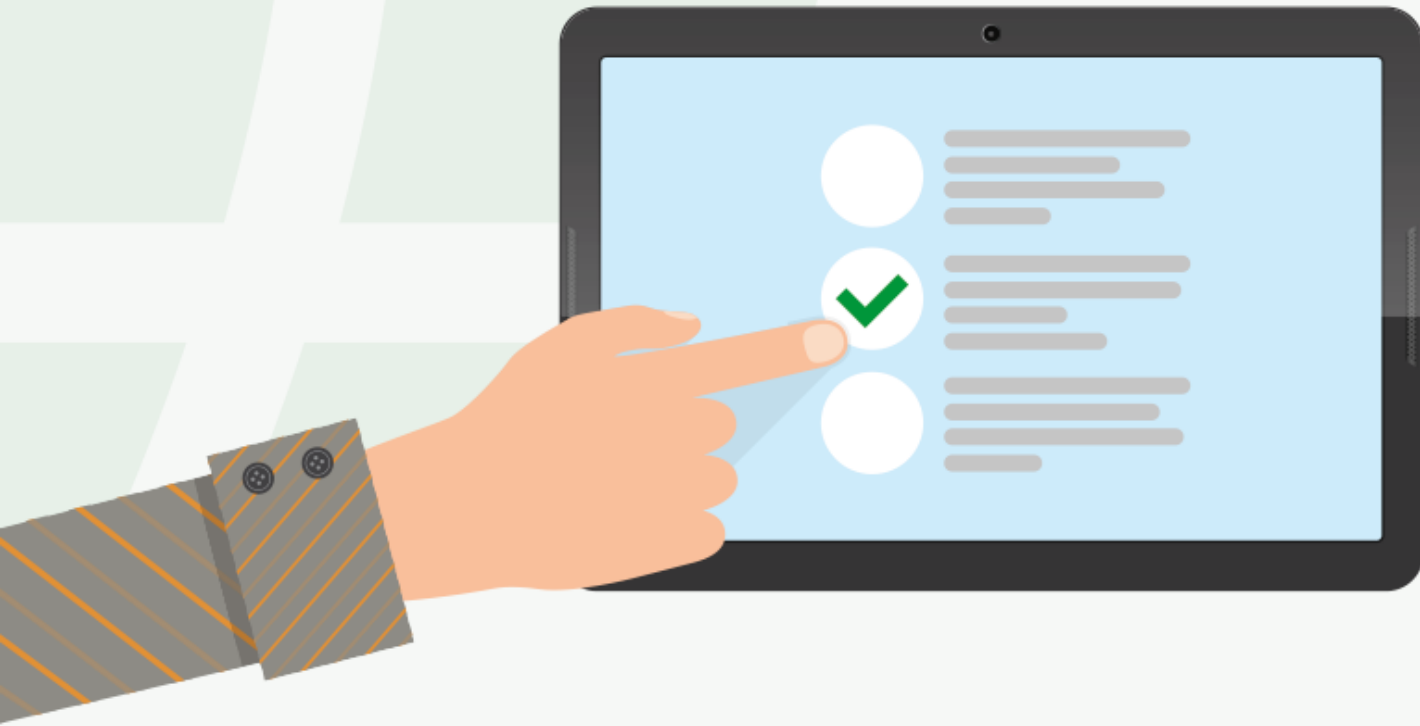


4.6.6A. Steps to vote online.

Practical Activity



4.6.6B. Online voting



Rights and technologies,
united by citizen participation

THANK YOU
FOR YOUR ATTENTION