

# SO YOU WANT TO BE A CANDIDATE?

Being a candidate in the SU General Election is a great experience, and isn't as hard you think. With the right tools, and some help from these top 5 tips, you'll be set to have a great time as you campaign to be a student representative for the SLC!

# 1

## PREPARATION IS KEY

Be sure you read up on the role and responsibilities and understand the commitments.

Take time to understand how the Students' Union operates and how the roles fits into the organization.

When writing a platform, be sure to assess the feasibility of your goals and what students would benefit from.

Speak with the current person in the role you are running for to learn about their experiences.

# 2

## FOLLOW THE RULES

The [Nomination Package](#) includes all the forms and info you need to submit the nomination, as well as the Elections Policy, and an outline of the rules and regulations regarding the election.

**READ** and understand all the documents! You will need to sign a document to confirm that you have read and agree to follow the rules. These rules ensure the fairness of the election for all candidates.

If you have any questions contact the Chief Returning Officer right away. They can help to clarify any uncertainties you may have.

# 3

## IT'S DANGEROUS TO GO ALONE

You can greatly benefit from enlisting your friends to help with things like poster and promotions.

Volunteers need to follow all the same rules that you do. It is your responsibility to communicate what they can and cannot do while campaigning or acting on your behalf.

Some candidates choose to have a Campaign Manager or *Official Agent* to support them. You must register one when you submit your nomination package. He/she can represent you to the Elections Staff at things like the All-Candidates Meeting.

# 4

## KNOW YOUR BRAND

Make sure your name and the position you are running for is noticeable on your materials.

Come up with a creative, memorable, and eye-catching brand or design that you can carry through everything you do. You may want to stand out by creating a logo or using a distinct colour scheme.

Get all your campaign materials approved by the CROs to ensure they follow the Community Standards. Save yourself time and effort by creating positive and appropriate content for your campaign.

# 5

## KEEP YOUR MIND ON THE MONEY

Election expenses are covered by the SU. Executive Candidates can spend up to \$300, and other positions can spend up to \$150. Apply for a pre-election grant, or get a reimbursement post-election.

Keep all receipts and ensure it all adds up. This includes spending on campaign materials and supplies. You must submit a campaign expense form at the end of the election.

Plan a budget and stay within it. You should also have a contingency plan in case certain things are more expensive than planned, or you encounter unexpected expenses.

## INTERESTED? RUN WITH US!

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

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

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

