

Worksheet 17

Components of Political Campaigns

Campaign message is the message of the campaign contains the ideas that the political party wants to share with the voters.

Candidates are:

chosen by the political party because they live in the electoral constituency
sometimes sports stars, millionaire business people or celebrities (e.g. the Cricketer Imran Khan in Pakistan, rock star Peter Garret in Australia and rugby player Ilaitia Tuisese in Fiji)

Campaign finance:

Fundraising techniques include having the candidate call or meet with large donors.

Political Parties approach interest groups, companies, businesses, corporations who could end up spending millions on the elections if it is significant to their interests.

Membership fees are also used for elections

The Campaign Manager is to coordinate the campaign's operations.

Meeting the People involved:

activities which are designed to advertise the political parties and promises and to promote the party's candidate in front of the voters.

activities which include kissing babies, handshaking, visiting hospitals, television interviews, rallies and touring the electoral meeting people

and during these activities, members and supporters are often asked to make donations to the party.

Activists and Members

Activists are the 'true believers' in the party will take part in activities such as door-to-door visits, putting up posters and banners and making phone calls on behalf of the campaign.

Act as **lobbyists** to promote a particular policy or agenda or election promise

Absentee Ballots

Vote-by-mail prior to the election, previously known as 'absentee ballots' have grown significantly. Political Parties pay attention to these voters so they can gather all supporters together in the election

Polling Booths and Polling Day

On polling day political parties really 'swing' into action

Volunteers distribute 'how to vote' cards

Candidates rush around from Polling Booth to Polling Booth meeting voters and attracting the attention of the media.

After the voting closes, volunteers from the political party **scrutinize** the counting of the votes

As you can see, political parties are involved in a great deal of organisation and administration just to get their message across to the voters during a campaign. Running a successful campaign does not necessarily mean the political party will win the election – but evidence from campaigns around the world suggest that a good campaign does influence voters.