

# Standing for election: Guide to campaigning

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Once you have decided to stand for election, the next step is getting your colleagues to vote for you. This document provides some guidance on electioneering, including advice on how to gather support and an outline of things you are not allowed to do that could lead to you being disqualified from the election process.

## Rules around electioneering

- Candidates standing for election to any role within the organisation may not use Police Federation of England & Wales (PFEW) resources or meetings for campaigning purposes - this includes communications channels, such as the National Members' Database (NMDb), PFEW distribution lists, PFEW and Branch websites (except where specific areas have been set up for candidates to use), PFEW publications (electronic or printed) and any PFEW branding, crest or logo;
- members of the PFEW staff cannot help a candidate with their campaign; and
- no expenses incurred during the course of a candidate's campaign can be claimed back from the PFEW.

## Where do I start?

Begin by stating and sharing your intentions. Be clear about why you are standing, what you would bring to the role and what you hope to achieve – these are the key things colleagues will consider when deciding whether or not to vote for you.

Next, choose two or three key issues which are important to your colleagues that you would like to champion on their behalf – this will enable you to demonstrate how you intend to bring about positive change for your voters, but be realistic about what you can achieve.

Begin planning your election statement, which you will submit with your online nomination so that voters can read about you before choosing who to vote for. The word count for your statement is 200 words in total (about the length of the four paragraphs in this section) and you will be asked to answer:

**Why do you want to be elected as a Police Federation Representative?**

**What experience and skills do you feel that you could bring to the role?**

You will be given the option to attach a photo to your nomination form, and we recommend that you do so. The ideal format would be a recent passport-style, head and shoulders photo of you in front of a light-coloured background.

## Campaigning tactics

Consider the most efficient way to get the attention of your potential voters, as you'll have limited time to dedicate to electioneering. Make a plan of action so you are clear what you want to achieve and when, so your campaign is coordinated.

Options to consider for getting your messages out to your voters:

- Online – blogging, emails, social media
- Printed – posters, flyers
- Face-to-face – daily networking, planned events
- Include a photo with your name so that your colleagues know who you are
- Provide contact details so that potential voters can speak with you directly if they want to

Finally, identify and approach key influencers in your voting community – who do people listen to and respect in your circles? Build and develop a dialogue with these individuals, explain why you would be a good choice in the elections, and ask them to vote for you and recommend to all their friends that they do the same.

## Gathering support

Speaking to people in person is usually the most effective way to secure their support. Are there any opportunities for you to speak to groups about why they should vote for you? Check with your local Federation Branch to see if they are doing any events for candidates that will help you raise your profile. Link in with other candidates and consider holding a gathering for your colleagues to come to in order to hear from all their prospective reps. Meet with any established groups who align with your objectives for standing to see if they would be open to voicing their support for your campaign.

## Social media

The use of social media platforms such as Twitter and Facebook is an effective way to raise your profile and interact with voters on key issues. The key to social media is to show potential voters your human side and be clear about what you stand for. However, it is easy to get drawn into a negative exchange that may result in you posting something you later regret – if you think your post could be misunderstood or offend someone, don't share it. We also recommend that you take a look at your force's social media policies and guidelines before you begin using those platforms to campaign.

## Further information

If you have any further questions or would like more details about election activities in your force, please [contact your local Federation Branch](#).