

MY POLITICAL JOURNEY

HANDBOOK

SEND SIERRA LEONE
Working to promote good governance and equality of men and women in Sierra Leone
Trócaire
Irish Aid
Government of Ireland
Rialtas na hÉireann

Notes

Introduction

This handbook is intended as a living document for female aspirants and candidates, and to serve as a reference and quick “go to” throughout their political journey. It is important that trainees understand the need to follow the instructions, and to update the handbook as they go through the training and out into the political world.

Formal Governance Institutions and Structures,

The Role Of Elected Leaders And Challenges That Might Be Faced



Session 1.1:

Formal Governance Institutions And Structures, The Role Of Elected Leaders And Challenges That Might Be Faced



Aim of Session

Note down your aim for participating in this session. This may relate to the overall aim of the session that is shared by the facilitator.



Formal Governance Institutions and Structures

Take notes of key points discussed regarding the formal governance institutions and structures

President

The Executive – The Cabinet

The Legislative - Parliament

The Judiciary

Local Councils

Ward Committees

The role of elected leaders

Take notes of key points discussed regarding the role of Members of Parliament

Representative

Legislative/law-making

Oversight of the Executive Arm of Government

Approval and scrutiny of budget allocations

Take notes of the key responsibilities of Councillors

Councillors' responsibilities

Possible challenges I may face as a woman in politics

Take notes of the challenges faced by women in politics, which are discussed during the session

Challenges faced by women in politics

Personal reflections

Take note of your personal reflections from the session.

Personal reflections.

Did you meet your aims for participating in this session? Did you learn anything about the different institutions involved in governance? Did you learn anything about the roles and responsibilities of MPs and councillors? What do you think about the challenges we discussed?

Is it right for me and am I right for it?



Session 1.2:
Is it right for me and am I right for it?



Aim of Session

Note down your aim for participating in this session. This may relate to the overall aim of the session that is shared by the facilitator.

Note down the key points you discussed regarding the current situation in your constituency, and the positive future you wish to contribute toward.

Note down the current situation in your constituency

Note down the current situation in your constituency

Note down your reflections on the role you can play toward this positive future. Do you have what it takes to create positive future you envision? Are you ready to take on the responsibility of uplifting your constituency? Are there other ways that you could contribute toward uplifting your constituency other than formal politics?



Thick Skin

Note down your reflections about Dini and Princess.

What was the difference between the impact of abuse on Dini compared to Princess? Do you think you'll be able to develop a 'thick skin' if you are abused during your political journey? What support do you have around you to do that? How can you develop the resilience to manage such abuse? This doesn't mean you only have to 'ignore' it – you may choose to pursue criminal or civil cases to hold the perpetrators accountable. But you will need to be able to keep going on your journey in the face of abuse, if you experience it.

What would I need to give?

Note your personal reflections on what you might need to give if you seek to pursue a symbol, and campaign for election.

What resources do you think you would need to give? Do you have access to and control over these resources? If no, where might you be able to get them? Are these things that you are willing to give to become an elected leader?

Personal reflections

Take note of your personal reflections from the session.

Personal reflections.

Did you meet your aims for participating in this session? Do you think you have what it takes to create the positive future vision you imagined? How resilient do you think you are to withstand harassment and abuse? How could you develop greater resilience? What resources are you willing to give and how can you access them?

Are you ready to continue this journey toward becoming an elected leader or is this a goal you could come back to later in life?

My Decision, My Family And My Community



Session 1.3:
My decision, my family and my community



Aim of Session

Note down your aim for participating in this session. This may relate to the overall aim of the session that is shared by the facilitator.

Affirming my decision

You may wish to return to this statement throughout your political journey. Try to find time and space to sit alone, close your eyes and say to yourself:

'I HAVE A RIGHT TO MY DECISION. I WILL COMPROMISE WITH MY LOVED ONES TO FIND A WAY TO MAKE MY DECISION WORK FOR US ALL BUT I HAVE MADE MY DECISION AND I DO NOT HAVE TO CHANGE IT TO PLEASE OTHERS.'

Mapping out my family, friends and community members

Based on the map you created in the session with your partner, write up here the people who you think could have the greatest impact on you, what their perspectives are, and how you plan to inform them of your decision. You have space to write about 5 people or groups. If you want to plan for more people or groups, you can continue on the blank pages at the end of this Handbook.

Person or group name:

Will they support or oppose me?

What power do they have to impact me?

What is their perspective about my decision?

How will I inform them of my decision?

Person or group name:

Will they support or oppose me?

What power do they have to impact me?

What is their perspective about my decision?

How will I inform them of my decision?

Person or group name:

Will they support or oppose me?

What power do they have to impact me?

What is their perspective about my decision?

How will I inform them of my decision?

Person or group name:

Will they support or oppose me?

What power do they have to impact me?

What is their perspective about my decision?

How will I inform them of my decision?

Person or group name:

Will they support or oppose me?

What power do they have to impact me?

What is their perspective about my decision?

How will I inform them of my decision?



Personal reflections

Take note of your personal reflections from the session.

Personal reflections.

Did you meet your aims for participating in this session? Will this process prepare you to inform the key people or groups of your decision? What actions do you need to take next?

Introduction to Political Patronage:

How does this operate in Sierra Leone.



Session 2.1:

Introduction to Political Patronage: How does this operate in Sierra Leone?



Aim of Session

Note down your aim for participating in this session. This may relate to the overall aim of the session that is shared by the facilitator.



What is political patronage?

Note down the correct definition of political patronage and what this means to you. Have you experienced this in your own life?



Consequences of political patronage

Note down your reflections on the consequences of patronage behaviour for the characters in the role play.

Who benefitted most and who is put under most pressure? What response would you take if you were in Mrs. Koroma's shoes?

Pressures on women aspirants and candidates to engage in political patronage

Note down the different pressures experience my men aspirants and candidates, and women aspirants and candidates, as discussed during the session .

Pressures experienced by women aspirants and candidates	Pressures experienced by men aspirants and candidates

Patronage networks

Note down the correct definition of patronage network and what this means to you.

Note down the key differences in patronage networks held by men, women and women with disabilities.

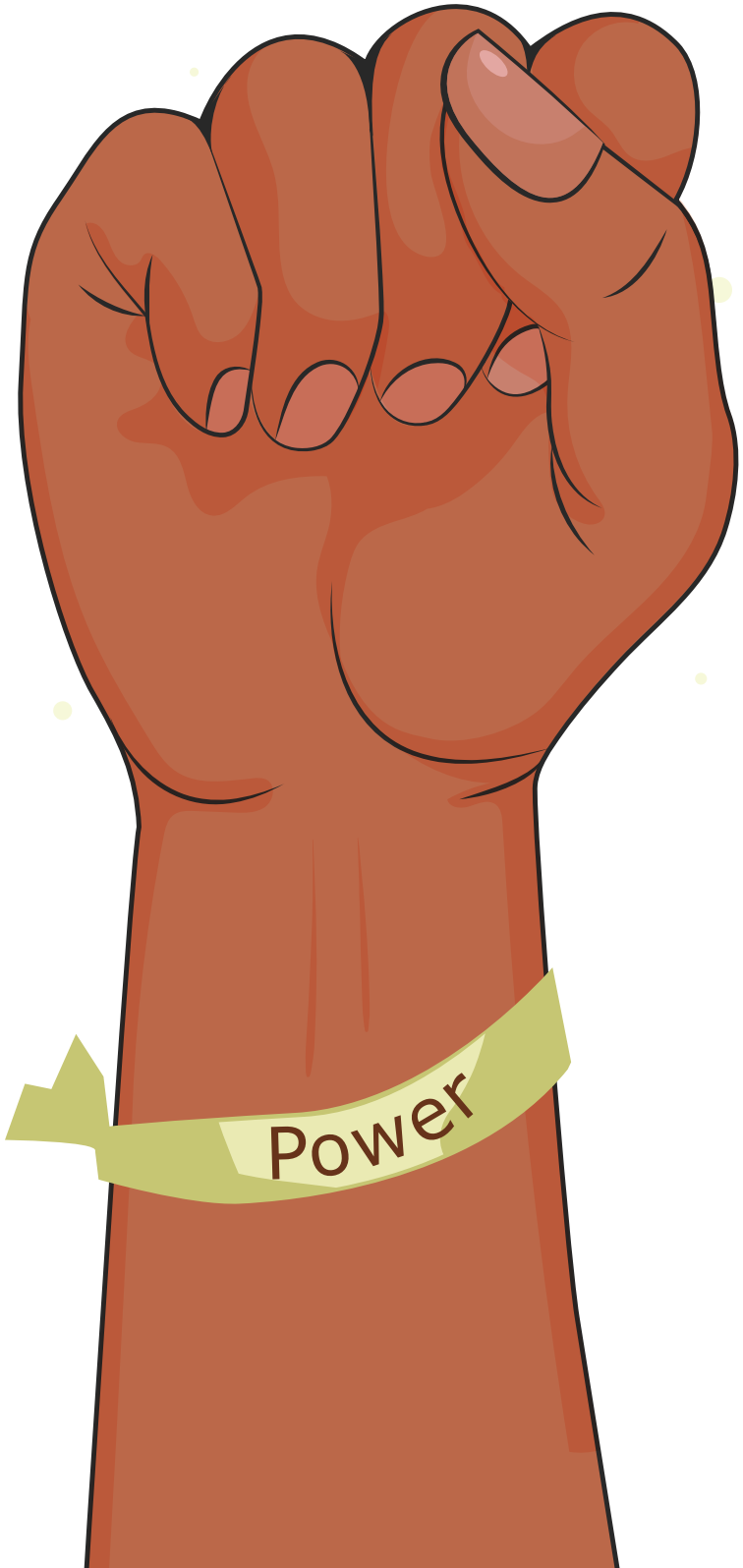
Personal reflections

Take note of your personal reflections from the session.

Did you meet your aims for participating in this session? What does Sierra Leone look like in your imagined future where political patronage is reduced? How do you want to operate in this context? If you were in Mrs Koroma's shoes in the role plays, what actions would you take? Do you want to challenge this system, or do you want to work within it to obtain a symbol? If you want to challenge it, how will you do that? If you want to work within it, how will you overcome the particular challenges faced by women?

Power Analysis

What are your sources of power and how best can you apply them?



Session 2.2:

Power Analysis: What are your sources of power and how best can you apply them?



Aim of Session

Note down your aim for participating in this session. This may relate to the overall aim of the session that is shared by the facilitator.



Forms of power

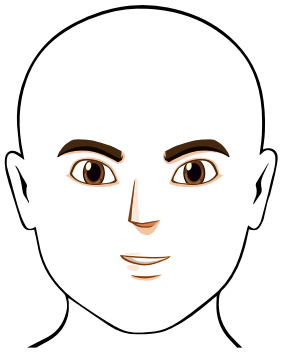
Draw a line between the forms of power and their correct definitions, based on the discussions held during the workshop

	FORMS OF POWER
POWER OVER	ABILITY TO ACT COLLECTIVELY, THROUGH SOLIDARITY OR JOINT ACTION
POWER WITH	PERSONAL DIGNITY AND SELF-WORTH OFTEN LINKED TO CULTURE AND RELIGION, WHICH INFLUENCE THOUGHTS AND ACTIONS THAT APPEAR LEGITIMATE
POWER TO	DOMINATION/NEGATIVE EXERCISE OR POWER, EXPLOITING AND REPRESSING OTHERS, CONTROLLING RESOURCES AND SPACES OF POWER
POWER WITHIN	ABILITY TO DECIDE AND CARRY OUT ACTIONS, TO RESIST OR CREATE

Faces of power

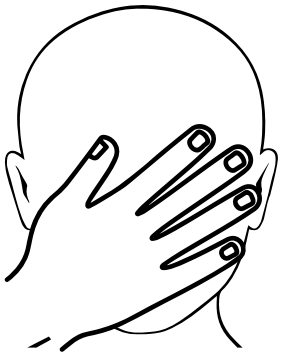
Correctly title the below diagrams to show the face of power they portray. At the bottom, write a short description of the face of power.

Faces of power name:



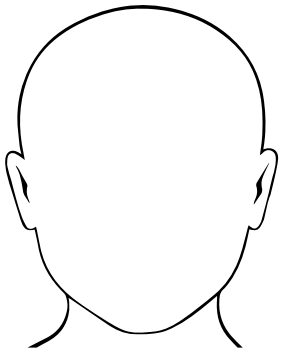
Description:

Faces of power name:



Description:

Faces of power name:



Description:

Types of power

Write in the correct definition of the types of power listed below:

Types of Power Names	Definition
Knowledge Power	
Resource Power	
Personal Power	

Positional Power	



Personal reflections

Take note of your personal reflections from the session.

Did you meet your aims for participating in this session? What forms, types and faces of power do you have, and what are your empowerment needs to obtain a symbol. How do you plan to gain the power you need? Who can support you to do this? How will you reach out to that support?

Marginalisation Of Women In Political Spaces:

Being aware and strategies to overcome the barriers.



Session 2.3:

Marginalisation of women in political spaces: Being aware and strategies to overcome the barriers



Aim of Session

Note down your aim for participating in this session. This may relate to the overall aim of the session that is shared by the facilitator.

Issues likely to be faced and responses

Based on the discussions during the workshop, note down your key ideas, thoughts and reflections about the issues that you are likely to face on your political journey, how these issues might be addressed and what sources of support are available to you.

Issues likely to be faced	How can I address the issue	Source of support to address issue

Personal reflections

Take note of your personal reflections from the session.

Did you meet your aims for participating in this session? What kinds of challenges do you think you might face, and how will you address them? Who and what are your key sources of support? When will you reach out to your supporters? Do you wish to discuss any of this with your family as you prepare to obtain a symbol? What do you want your family to know?

PLEASE REMEMBER TO READ AHEAD TO SESSION 2.4:

Working with Political Parties: Obtaining a symbol, as there is a preparatory activity for you to think about before you attend the session.

Working with Political Parties:

Obtaining a symbol



Session 2.4:

Working with Political Parties: Obtaining a symbol

Preparatory activity

In this session, we're going to look in more detail at the various political parties that you may be a member of. You will get the most from this session if you have already selected which political party you aim to work with. You might want to think about the following points when choosing a party:

- The party which has values and ideology that align with my own
- The party which is most likely to win in this constituency
- The party which has the best track record in supporting women candidates
- The party which you I have most connections/relationships with other members
- The party in which you have the least competition to obtain a symbol

Please think about which party you wish to work with before the next session. If you still haven't decided, you may still attend the session, but you may not get as much out of the session.



Aim of Session

Note down your aim for participating in this session. This may relate to the overall aim of the session that is shared by the facilitator.



Your party's structure

On the basis of your party's constitution, draw a diagram to depict your party's structure.

Understanding other sections in your party's constitution

Note down the responses to the below questions, based on your understanding of your party's constitution, and the discussion held during the workshop.

1. Does the constitution outline the eligibility criteria for membership in the party? If yes, what does it say?

2. Does the constitution outline the process of how to apply to become a member? If yes, what does it say?

3. Does the constitution make mention of different classes of membership? If yes, what does it say?

4. Does the constitution make mention of how a member can leave the party? If yes, what does it say?

5. Does the constitution outline how members can be elected to various positions within the party? If yes, what does it say?

6. Does the constitution outline how members can make complaints about internal election processes? If yes, what does it say?

7. Does the constitution include a specific reference to dealing with intimidation of women members, violence against women members and sexual harassment? If yes, what does it say?

8. Does the constitution outline how members can become candidates for parliament or local council elections? If yes, what does it say?

9. Does the constitution outline a Grievance and/or Disciplinary Handling procedure? If yes, what does it say?

10. Does the constitution list offences and/or sanctions? If yes, what does it say?

11. Does the constitution outline how the party is financed? If yes, what does it say?

6. Does the constitution outline any means or processes through which the party aims to promote women and marginalised groups within the party? If yes, what does it say?

Understanding the forces at play in political parties

Draw your forcefield analysis from the workshop in the box below, and describe what the diagram portrays.

Diagram:

What does the diagram show:



Personal reflections

Take note of your personal reflections from the session.

Did you meet your aims for participating in this session? Have your learnt anything new about your party's constitution? Will this change your approach to your party in any way? Have you reflected on anything new regarding women's opportunities in your party? How will you build on the supporting forces and address the opposing forces that you thought about in your Forcefield Analysis?

Skills Needed To Obtain A Symbol



Session 2.5:
Skills needed to obtain a symbol



Aim of Session

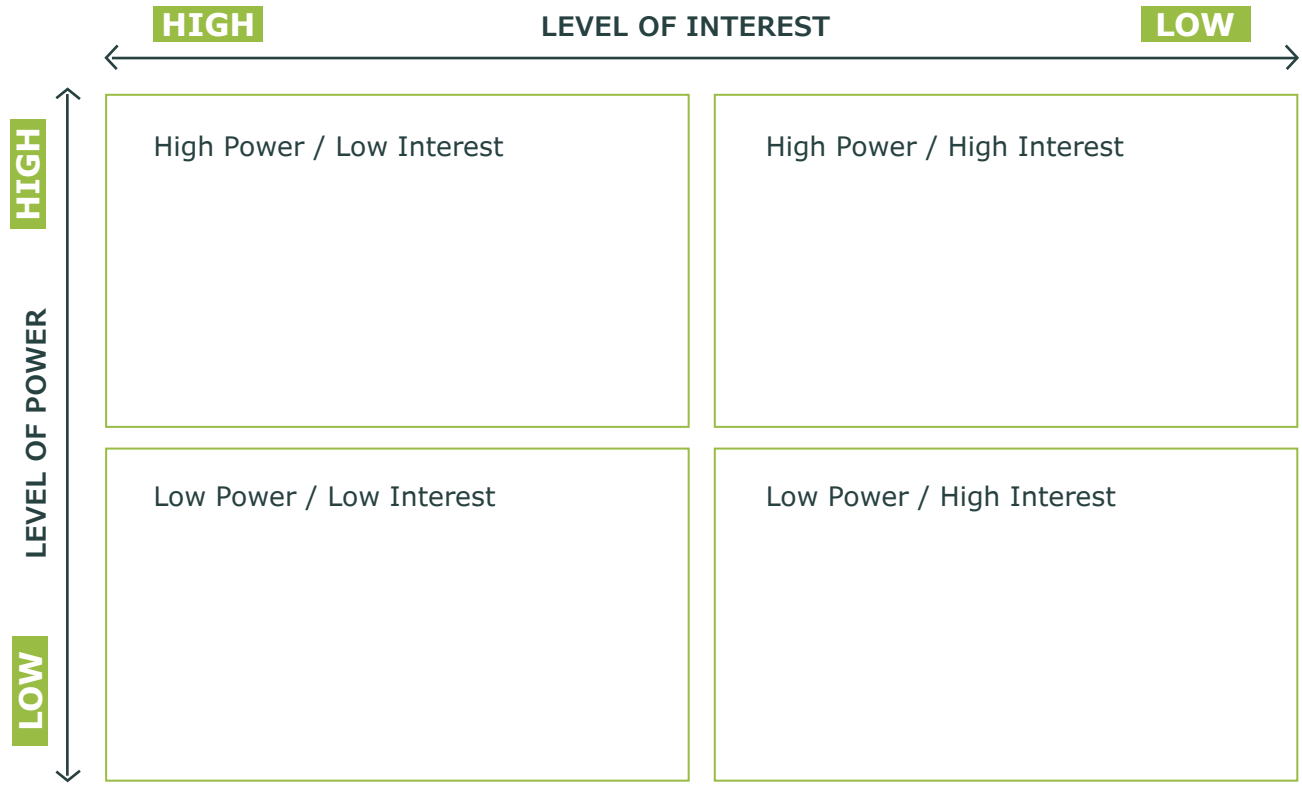
Note down your aim for participating in this session. This may relate to the overall aim of the session that is shared by the facilitator.

What makes an attractive candidate to a political party?

Note down your reflections, from the discussion in the workshop, about what makes an aspirant an attractive candidate to a political party. You may also want to note down the differences between women and men in this regard, and how you feel about that. Do you wish to address this issue during your political journey?

Networking: Stakeholder prioritising

Place the stakeholders from your map on the Matrix of Importance and Interest, as you did in the example during the workshop.



Remember the different approaches that are recommended for stakeholders in the various squares in your prioritisation matrix, as shown below.



Networking Strategy

Now complete the below table, as you practice during the workshop, to outline who your key stakeholders are, their level of priority, the approach you will apply, and key actions that you have planned to engage them.

Stakeholder	Square on Matrix	Engagement Approach	Planned Actions

Networking hints and tips

Note down your key thoughts regarding the below hints and tips, which were discussed during the workshop.

Hint and tip discussed in workshop	My thoughts and reflections
Identify an approach to networking that you feel comfortable with. If you are not comfortable approaching strangers, do not try to force yourself to do that. Think of your strengths and develop a style that suits you.	
Know who you are and prepare (but don't over-rehearse) a brief statement about yourself – what do you do, and why does it matter?	
If you have business cards, take them to events to hand out to people	
If you're nervous, bring a friend or family member along to an event	

Prepare for an event – who will be there and who do you want to talk to?	
Prepare questions to ask others and be genuinely interested in what others have to say	
Listen more than you talk	
Approach people who are alone, or in a pair. It is easier to start a new conversation than to insert yourself into an ongoing conversation with a group of people	

Offer to help people who you want to get to know better. Volunteering to help will give you more opportunities to demonstrate your value.	
Always follow up with people you meet who are important to your goals. Reach out with a phone call and continue your relationship.	

Networking practice

Note down your key reflections, ideas and thoughts about the practice networking event that you participated in during the workshop

Building a positive public image: What is a public image?

Note down the definition of a public image. What do you think about this definition?

Creating a positive public image

Complete the below table based on the public image you wish to generate for yourself.

Key Aspect Of The Positive Public Image I Plan To Generate For Myself	Ways to generate this public image

Public speaking

Note down the various public speaking skills that were demonstrated during the workshop, and your thoughts regarding these skills.

	Skill	My thoughts and reflections
1.	Speaking slowly, loudly, and clearly	
2.	Stay focussed on the topic	
3.	Share personal stories and examples	
4.	Make eye contact	
5.	Be relaxed and confident	
6.	Stand straight	

7.	Use some humour	
8.	Know my topic	

Social Intelligence

Note down the definition of a social intelligence. What do you think about this definition?

Components of Social Intelligence

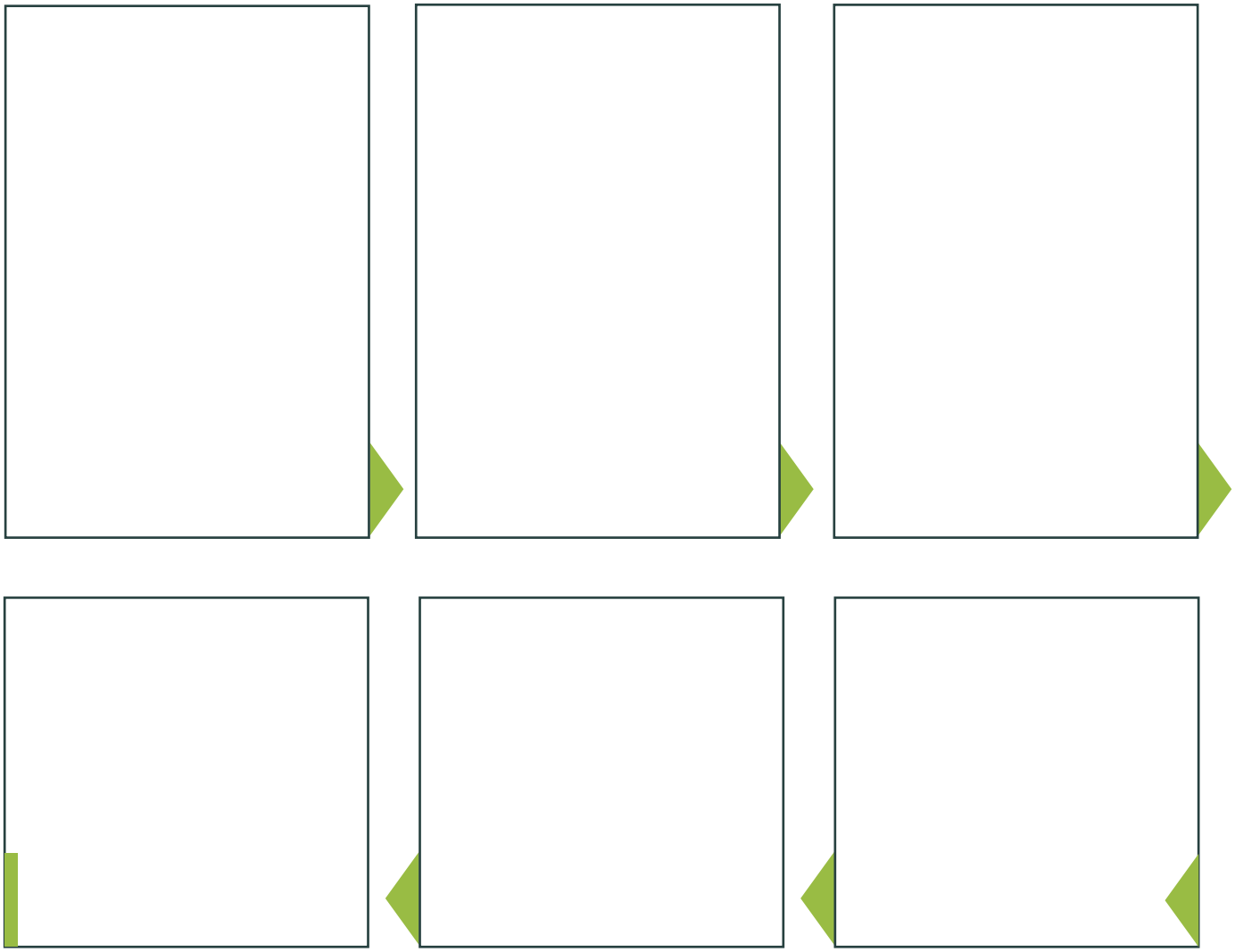
Draw a line between the components of social intelligence and their correct definitions, based on the discussions held during the workshop.

COMPONENTS OF SOCIAL INTELLIGENCE

SOCIAL KNOWLEDGE	THE ABILITY TO ACCURATELY ASSESS AND READ
SOCIAL AWARENESS	THE ABILITY TO ADAPT YOUR BEHAVIOUR TO WHAT IS APPROPRIATE AND BENEFICIAL GIVEN THE SOCIAL SITUATION YOU ARE IN
	CULTURAL AWARENESS AND UNDERSTANDING OF WRITTEN AND UNWRITTEN RULES

Steps in applying social intelligence

Write the steps in applying social intelligence in the correct order, based on the discussion in the workshop.



Emotional Intelligence

Note down the definition of a emotional intelligence. What do you think about this definition?

Components of Emotional Intelligence

Draw a line between the components of emotional intelligence and their correct definitions, based on the discussions held during the workshop.

COMPONENTS OF EMOTIONAL INTELLIGENCE

SEEING EMOTIONS	HERE WE CA REGULATE, OR BALANCE, OUR EMOTIONS SO THAT WE ARE IN CONTROL OF THEM, AND RESPOND APPROPRIATELY TO THE EMOTIONS OF OTHERS
RESPONDING TO EMOTIONS	HERE WE INTERPRET THE MEANING OF THE EMOTION. FROR EXAMPLE, IF SOMONE IS ANGRY, WE NEED TO UNDERSTAND THE CAUSE OF THEIR ANGER
UNDERSTANDING EMOTIONS	HERE WE ACCURATELY RECOGNISE EMOTIONS. FOR EXAMPLE, WE CAN OBSERVE BODY LANGUAGE, FACIAL EXPRESSIONS AND WORDS TO RECOGNISE HOW WE ARE FEELING, OR HOW SOMEONE ELSE IS FEELING.
MANAGING EMOTIONS	HERE WE USE EMOTIONS TO HELP US PRIORITISE WHAT WE SHOULD PAY ATTENTION TO AND HOW WE REACT.

Listening

Note down your key reflections on the exercise which aimed to improve your listening skills.

Understanding how others feel

Note down your key reflections on the exercise which aimed to improve your skills in understanding how others feel

Reflection on your own behaviour

Complete the below questions to reflect on your own behaviour in a recent situation where you had a strong reaction.

The behaviour I displayed in my reaction was:

The way I was feeling when I behaved this way was:

I was feeling that way because:

The consequences of my behaviour were:

If I feel this way again, the behaviour I think I should display is:

I will try to behave in the way I would like to by:



Reflection on the behaviour of others

Note down your key reflections on Lamin’s behaviour in the role play shown during the workshop

Thinking before you act

Note down your key reflections on the exercise which aimed to improve your skills in thinking before you act

Personal reflections

Take note of your personal reflections from the session

Did you meet your aims for participating in this session? What new skills have you gained? How can you apply these skills in your efforts to obtain a symbol from your political party?

Designing Your Strategy For Obtaining A Symbol



Session 2.6:

Designing your strategy for obtaining a symbol



Aim of Session

Note down your aim for participating in this session. This may relate to the overall aim of the session that is shared by the facilitator.



Your Goal

Write down your goal for obtaining a symbol. Be as specific as possible. State the party you wish to obtain a symbol from, the constituency you wish to campaign for, the election you wish to stand in and any other key details.



Your SWOT Analysis

Note down the key objectives you need to achieve the reach your goal.

Strengths:

Weaknesses:

Opportunities:

Threats:



Your objectives and planned actions

Note down the key objectives you need to achieve the reach your goal.

Types of Power Names	Definition

Your objectives and planned actions

Write down the budget you require to implement the actions you have planned

Actions planned	Things I need to pay for	Amount of money needed

Total amount of money needed		



Personal reflections

Take note of your personal reflections from the session.

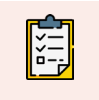
Did you meet your aims for participating in this session? Do you think your strategy is realistic? Do you have any concerns? How do you feel about beginning your efforts to obtain a symbol?

The Institutions And Processes That Surround Elections





Session 3.1:
The institutions and processes that surround elections



Aim of Session

Note down your aim for participating in this session. This may relate to the overall aim of the session that is shared by the facilitator.



Key institutions that you should be aware of

Take notes of key points discussed regarding the formal governance institutions and structures

The National Election Commission

The Political Parties Registration Commission

The Police

Office of National Security

Voter Registration Process

Complete the boxes in the correct order to show the voter registration process, as discussed during the workshop.



NEC Presentation

Note down your key learnings, thoughts and questions from the presentation made by the NEC Representative



Personal Reflections

Take note of your personal reflections from the session

Did you meet your aims for participating in this session? What did you learn about the institutions that surround elections? How will you apply this knowledge to your campaign?

Political Patronage:

Working with societal expectations of political candidates.



Session 3.2:

Political Patronage: Working with societal expectations of political candidates



Aim of Session

Note down your aim for participating in this session. This may relate to the overall aim of the session that is shared by the facilitator.



Societal Expectations

Note down the expectations you may experience during your campaign, and the way you may respond, as discussed during the session.

Expectations I might experience	How I will respond



Personal Reflections

Take note of your personal reflections from the session

Did you meet your aims for participating in this session? What are your thoughts on political patronage and how do you choose to operate in this context? Are you interested in working together to begin to change societal expectations? If yes, how can you do this?

Working with Political Parties:

What to expect, and strategies for obtaining more support to enhance your electoral chances



Session 3.3:

Working with Political Parties: What to expect, and strategies for obtaining more support to enhance your electoral chances



Aim of Session

Note down your aim for participating in this session. This may relate to the overall aim of the session that is shared by the facilitator.



Key institutions that you should be aware of

Draw your individual helping relationships web here.

Addressing barriers to obtaining more support

Categories of barriers to obtaining more support are:

Knowledge

The person or group does not know that women face more challenges than men when campaigning, or they do not know how to offer support.

Attitude/values

The person or group think that women should not be involved in politics

Resources

The person or group knows the issues, and wants to help, but does not have the resources (e.g. time, money) to offer support

Complete the below action plan template for planning how you will obtain more support from your political party.

Barrier to obtaining support	Category of barrier	Possible approach to address barrier	Helping relationship that could support

Remaining positive

You may wish to return to this statement throughout your political journey. Try to find time and space to sit alone, close your eyes and say to yourself:

'I AM A GOOD CANDIDATE FOR THIS ELECTION AND WOULD BE AN EXCELLENT POLITICAL REPRESENTATIVE. IF OTHERS IN MY PARTY DO NOT SEE MY VALUE, THIS DOES NOT DIMINISH MY VALUE. I WILL FOCUS ON PEOPLE WHO DO SUPPORT ME, AND I WILL CHANGE WHAT I CAN. I DESERVE TO BE HERE.'

Personal Reflections

Take note of your personal reflections from the session.

Did you meet your aims for participating in this session? What sources of support are available to you? What barriers to obtaining support are you like to face? Do you want to focus on addressing these? How will you do that?

Skills needed for campaigning



Session 3.2:

Political Patronage: Working with societal expectations of political candidates



Aim of Session

Note down your aim for participating in this session. This may relate to the overall aim of the session that is shared by the facilitator.





Coordination and leading a team

Note down your key reflections, ideas and questions relating to ‘Setting the big picture’.



Note down your key reflections, ideas and questions relating to ‘Create well-defined roles.



Note down your key reflections, ideas and questions relating to ‘Foster good communication’

Note down your key reflections, ideas and thoughts regarding ‘Start with a plan’

Note down your key reflections, ideas and thoughts about the team coordination exercise that you participated in during the workshop

Decision-making

Complete the boxes below to show the 7 steps to decision-making in the correct order, and include your thoughts and reflections about what each step entails

Conflict resolution and mediation

What does ‘conflict’ mean to you? Note down your thoughts and reflections.

Key elements of conflict

Complete the below boxes to describe the three key elements of conflicts.

THOUGHTS

EMOTIONS

BEHAVIOURS

It is important to address all three elements of a conflict, not only the behaviour, which is often what is focussed on. By addressing thoughts and emotions, as well as behaviour, you are more like to find a sustained resolution to the conflict.

In the below table, note down some appropriate responses to address each of the three elements of conflict.

Thoughts	Emotions	Behaviours



Key elements of conflict

Note down your key reflections, ideas and questions from the role plays. Refer back to your notes from the previous session on social intelligence. Have you gained new understanding? How will you apply this to your campaign?

Social intelligence

Note down your key reflections, ideas and questions from the role plays. Refer back to your notes from the previous session on social intelligence. Have you gained new understanding? How will you apply this to your campaign?

Emotional intelligence

Note down your key reflections, ideas and questions from the activities relating to emotional intelligence. Refer back to your notes from the previous session on emotional intelligence. Have you gained new understanding? How will you apply this to your campaign?

Creating a positive public image for my campaign

What do you want the public to think about you throughout your campaign? Reflect back on the previous session on creating a positive public image. How do you plan to create this image?

Constituency consultation and outreach

Representation is a key role for an elected leader. What does the role of 'Representation' mean to you?

Establish Constituency Outreach Space

Note down your key reflections, ideas, questions and comments about establishing a constituency outreach space.

Town hall meetings

Note down your key reflections, ideas, questions and comments about town hall meetings.

House to house visits and opinion surveys

Note down your key reflections, ideas, questions and comments about house to house visits and opinion surveys.

Special Events

Note down your key reflections, ideas, questions and comments about special events.

Join International Day Celebrations

Note down your key reflections, ideas, questions and comments about joining international day celebrations.

Traditional Media: Radio

Note down your key reflections, ideas, questions and comments about traditional media: radio.

Public speaking: Speech writing

Note down the five key elements of speech writing that were discussed during the workshop. What does these mean to you?

Practice your speech writing in the space provided below.

Note down the feedback your partner gave to you during the session. What do you need to practice more?



Networking

Refer back to your notes on networking from the previous session held. Note down any further reflections or idea you have had regarding networking.

Living in a digital age: Setting up email and social media accounts

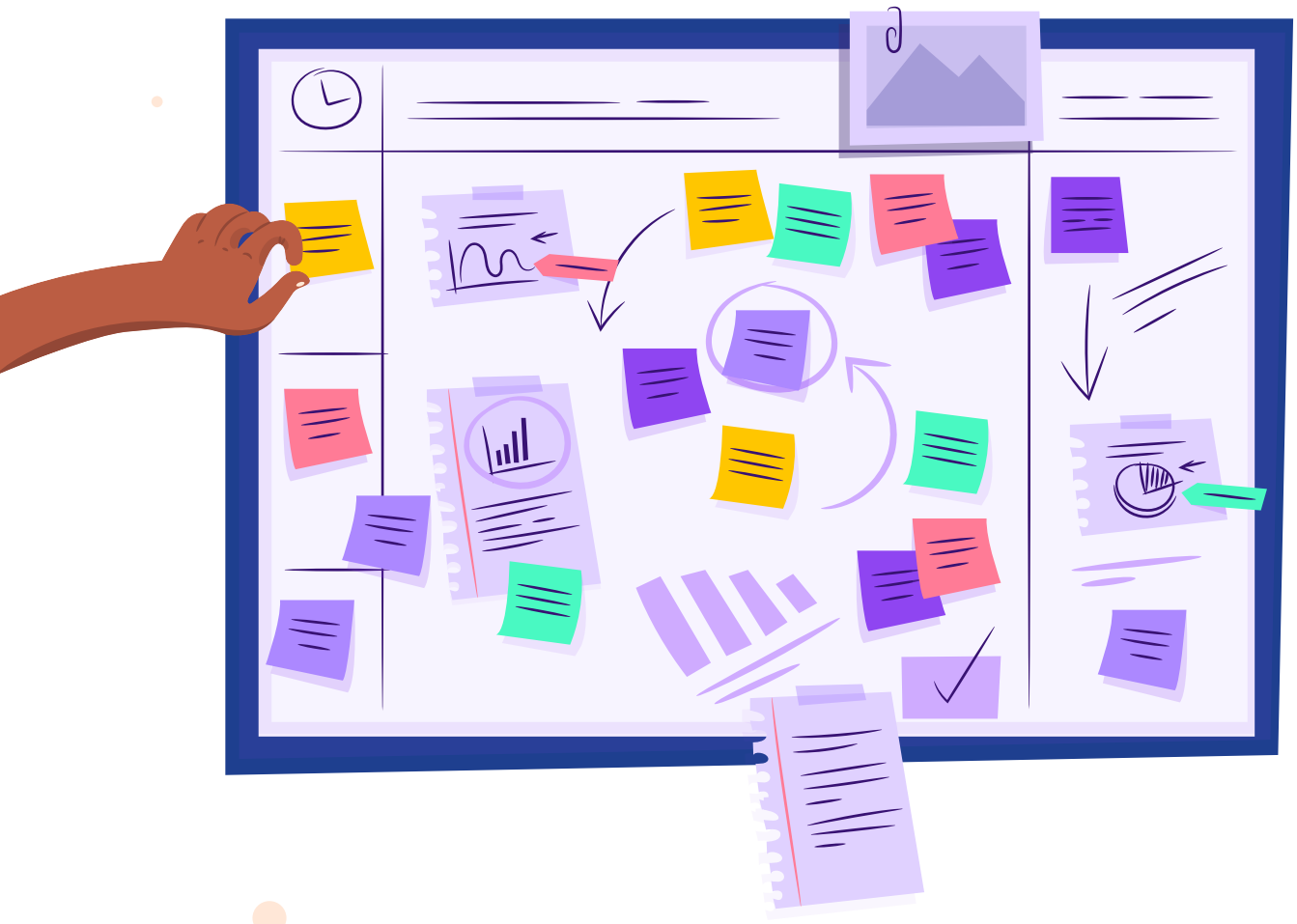
Note down the key ideas, reflections and questions you have from the session on setting up email and social media accounts.

Personal Reflections

Take note of your personal reflections from the session.

Did you meet your aims for participating in this session? What new skills or understanding did you develop through these sessions? How will you apply that to your campaign? What else do you want to learn or practice?

Designing, financing and delivering your manifesto and campaign strategy



Session 3.5:

Designing, financing, and delivering your manifesto and campaign strategy



Aim of Session

Note down your aim for participating in this session. This may relate to the overall aim of the session that is shared by the facilitator.



Developing a manifesto

Note down the definition of a manifesto. What does this mean to you?



What do you plan to do in office?

Note down your key reflections, ideas and questions relating to this key aspect of developing a manifesto.

Outline your previous skills and experience

Note down your key reflections, ideas and questions relating to this key aspect of developing a manifesto.

Focus on YOU!

Note down your key reflections, ideas and questions relating to this key aspect of developing a manifesto.

Be brief and concise

Note down your key reflections, ideas and questions relating to this key aspect of developing a manifesto.

Aligning with your party manifesto

Note down your key reflections, ideas and questions relating to this key aspect of developing a manifesto.



My Manifesto

Use this space to draft your manifesto for your campaign.

Voter analysis

Do your research and note down approximately how many registered voters there are in your constituency.

Remember the below electoral rules regarding how to determine the winner in an election.

Presidential Elections	Parliamentary Elections	Local Council Elections
The winning candidate must secure at least 55% of the vote	Members of Parliament win an election through 'First Past The Post'. First Past The Post means that the candidate with the greatest share of the votes is the winner. There is no minimal % of votes required to win.	Councillors win an election through 'First Past The Post'. First Past The Post means that the candidate with the greatest share of the votes is the winner. There is no minimal % of votes required to win.

If you are standing in a Parliamentary or Local Council election, you will need to be the candidate with the most votes to win the election. You will not need to win a set % of the vote.

Based on the number of registered voters in your constituency, calculate how many you votes you would need in order to guarantee a win. This can be calculated as 50% + 1. Follow the steps in the box to calculate this.

Example	Your Calculation
Number of registered voters (as above): **3,000** Number of registered voters / 2: **1,500** Number of registered voters / 2: **1,500** **Number of votes needed to guarantee a win: 1,501**	Number of registered voters (as above): Number of registered voters / 2: Number of registered voters / 2: **Number of votes needed to guarantee a win:**

Complete the below table to list the various voter groups that exist in your constituency, the issues or priorities that they share, and the best way to influence them. Draw a circle around the groups that you will prioritise in your campaign, based on their numbers and how you may influence them.

My Voter Analysis

Number of votes I need to guarantee a win	Voter Group in my Constituency	Issues affecting the voter groups	Influencers of the voter groups

Developing Key Messages

For your priority voter groups, tailor some key messages on the basis of their issues and priorities, your manifesto and the public image you are seeking to develop. You have space here to develop key messages for three voter groups, but you may continue this on the blank pages at the back of the handbook if you wish to.

Tailoring Messages To Voter Groups

Manifesto Pledges	Public Profile Aims	Target Voter Groups	Tailored Messaage

My Campaign Strategy

Use this space to write out your final campaign strategy. You have been provided space to map out your strategy for 3 Voter Groups. If you wish to map out your strategy for more voter groups, you can continue on the blank paper at the back of this workbook.

My goal

The number of votes I need to win

My Target Voter groups (in order of priority)

Voter Group 1: Name of Voter Group

Issues affecting this group

Influencers of this group

Key messages for this group

Key activities to reach this group

Refer back to Constituency Consultation and Outreach for ideas.

Team needed to carry out activities

Things I need to pay for to carry out activities

Voter Group 2: Name of Voter Group

Issues affecting this group

Influencers of this group

Key messages for this group

Key activities to reach this group

Refer back to Constituency Consultation and Outreach for ideas.

Team needed to carry out activities

Things I need to pay for to carry out activities

Voter Group 3: Name of Voter Group

Issues affecting this group

Influencers of this group

Key messages for this group

Key activities to reach this group

Refer back to Constituency Consultation and Outreach for ideas.

Team needed to carry out activities

Things I need to pay for to carry out activities

My budget

Use this template to note down all the things you will need to pay for to carry out your activities successfully.

Item I need to pay for	Cost



My Fundraising Strategy

Use this space to note down the various donors you could approach to give money to your campaign.

Potential Donor	Why will they give me money?	How much will I ask for?

Total amount I hope to raise:		



Donor requests

Use his space to draft some donor requests. You have space to draft three donor requests. If you wish to draft more, use the blank pages at the back of this workbook.

Who am I?

What will I do if I win the election?

What do I need money for?

How much money do I need?

How will a donation from the donor help them?

Who am I?

What will I do if I win the election?

What do I need money for?

How much money do I need?

How will a donation from the donor help them?

Who am I?

What will I do if I win the election?

What do I need money for?

How much money do I need?

How will a donation from the donor help them?

Personal Reflections

Take note of your personal reflections from the session.

Did you meet your aims for participating in this session? Do you believe in your strategy? Do you believe you'll be able to raise the funds you need? Will you be able to lead your team in delivering your strategy? What further support do you require? What other questions do you have? Where will you go to discuss your questions and further support needed?

Working with the media:

Building your public profile



Session 3.6:

Working with the media: Building your public profile.



Aim of Session

Note down your aim for participating in this session. This may relate to the overall aim of the session that is shared by the facilitator.



Panel Discussion

Note down your key reflections, idea, and questions from the panel discussion.

Interview practice

Note down your key reflections, ideas and questions from the interview practice. What feedback did the journalist give you?

Personal Reflections

Note down your key reflections, ideas and questions from the interview practice. What feedback did the journalist give you?

Did you meet your aims for participating in this session? What key skills did you gain today through practicing the interview process? What skills do you need to practice more and how will you do that? What key information about working with journalists did you gain and what more do you want to know?

Electoral Violence and Security:

Your rights, the risks and responses



Session 3.7:

Electoral Violence and Security: Your rights, the risks and responses



Aim of Session

Note down your aim for participating in this session. This may relate to the overall aim of the session that is shared by the facilitator.



Panel Discussion and Sharing Experiences

Note down your key reflections, idea, and questions from the panel discussion.



Personal Reflections

Take note of your personal reflections from the session.

Did you meet your aims for participating in this session? How can I prepare myself to face violence, abuse or harassment during my campaign? What should I do if I feel I am at risk? Who can I reach out to for support? How will I work with my fellow female candidates to have moral support to face this challenges throughout our journey?

SEND Sierra Leone
4 Reservation Rd, Kenema
Sierra Leone

+232 78 206853
info@sendsierraleone.com
www.sendsierraleone.com

Trocaire Sierra Leone
31C Lower Pipeline,
Wilkinson Road, Freetown

info@trocaire.org
www.trocaire.org

This Manual was developed and printed with funding from Irish Aid