

YVOTE

MOCKELECTIONS.CO.UK

HANSARD SOCIETY
Y VOTE MOCK ELECTIONS

STUDENTS

16



CUE CARDS are designed as a step by step guide for students to follow in organising their election. They should be photocopied and cut up before being given out.

POLICY

Who do you think you are? Your policies (the things you would do) tell voters what your party is all about.

You need to have strong policies so that people know what your party believes in. If people believe in the same things and like your policies, they will probably vote for you!

- Most parties have a policy on education, environment, health, money and law and order.
- You can have some fun policies, but the sensible ones give your party a serious and professional image.
- Check out www.mockelections.co.uk to see what policies real parties have.

Manifesto

Parties usually have very long detailed policies. So, at election time they make a short Manifesto which tells people their main promises in a simple way.

- Use the Make Your Own Manifesto template to write your own. Keep it simple!
- Make colourful copies of your manifesto to hand out to voters around school.

Use the Policy Cue Cards to help you with your activities!

PRESS RELEASE

Read all about it! What better way to get your message out there than getting yourself into the school paper. If you don't have one, get your election coordinator teacher to organise one for the election.

To get into the papers you need to write something called a press release. A press release gives journalists lots of exciting information that makes them want to write about you. Here are some tips...

- What is it about: a person, a party, an event?
- Why is the story important? Why would readers be interested?
- Include times, dates, facts & figures.

Top Tip: Keep it simple! The best press releases are short and sweet. Write no more than one side of A4 & remember to check your spelling.

CAMPAIGN

Write a checklist of things that you will do as part of your campaign. Here are a few ideas for campaign activities:

- Design a logo. You can use the party logos available at www.mockelections.co.uk as a guide or come up with something new.
- Use the Rosette Template to make rosettes and get as many people as possible wearing them.
- Design eye catching posters & leaflets to display & give out around school.
- If your school is holding a hustings event be sure to prepare a speech setting out exactly why people should vote for you
- Get yourself into the local newspaper, school newsletter or radio station.

Check out the Run a Campaign section of the Y Vote website for advice – www.mockelections.co.uk.

POSTER AND LOGO

An eye catching poster and a bold logo are great ways to let people know about your party.

- Design a logo that is easily recognised and somehow shows what your party is about. Think of what you like and dislike about other logos.
- If you are part of a party that already exists, you could use or adapt their logo.
- Create posters with colours and images that will attract voters.
- Think about what issues your voters care about.
- How can you make your posters stand out from other people's?
- What should be bigger: the name of the candidate or the name of the party?

Top Tip: Make sure people get the message! If there is too much information, voters will miss the point.