



CAMPAIGNING MANUAL

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Campaigning Manual is a publication of the European Christian Political Movement (ECPM)

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1. Introduction	3
<hr/>	
2. Election Campaign plan	4
<hr/>	
3. Campaign activities	7
<hr/>	
4. Permanent Campaign	11
<hr/>	
5. Press	15
<hr/>	
Appendix 1: Creative working ideas	18

INTRODUCTION

ELECTION
CAMPAIGN PLANCAMPAIGN
ACTIVITIESPERMANENT
CAMPAIGN

PRESS

APPENDIX



Meeting hall of the Parliament of the Republic of Estonia

1. INTRODUCTION

Reinforcing Christian politics

The ECPM wants to reinforce Christian Social politics on every political level in Europe and so to build on our societies. This message needs to be heard – in The Hague, in Strasbourg, in Riga and in Berlin. We want to create a larger bearing surface everywhere. For this, we need you. We want to appeal to more people and have more people involved; more hands which pray and build with us.

In this Manual we use the experience of the Dutch ChristianUnion as an example. We show you how the party does its campaigning. Please try to translate this Manual into your own countries situation and your party's abilities. In putting together this Manual we made use of experience that we have acquired with campaigning on local, regional and national and international level.

This Manual gives you, being directly involved, the means to translate Christian politics into concrete action 'around the corner' and in your own country. We also give you practical tips and suggestions on how you can motivate others to put their shoulders to the wheel as well. Experience teaches us that focused action (national, regional and local) is the way to reinforce the sound of Christian politics. We truly appreciate it that you want to work alongside us!

Permanent campaigning

Via a so-called Permanent Campaign the ChristianUnion wants to enlarge her visibility and show the relevance of Christian politics. We do this by setting up international, national and regional campaigns, where we work together with other social organizations and by supporting the themes that the parliamentary party works on in the House of Parliament. There is a team of 32 campaign workers who support the Permanent Campaign in their own region and a team of 4 workers in the Party Office that supports national and international campaigns. The heart of the Permanent Campaign is in getting people and organizations involved in devising and creating a social bearing surface for concrete policy alternatives. So, this goes beyond writing a policy note for the Council of State or for the House of Parliament. In this Manual we give you diverse examples of these sorts of activities. Campaigning should not be restricted to the months before the elections. Especially the last days before an election the big parties attract virtually all (media) attention to themselves. This is why it is of great importance that our party is continually visible and her relevance is made clear over and over again. We mostly need to do this in the times between the elections.

We advise you to apply the principles of this Manual permanently. Brainstorm about concrete policy alternatives with all people/parties that are at home in this. Then, together with them, seek for means to have this plan accepted in municipal, regional or national parliaments.

Send us your campaign tidbits

We enjoy hearing or seeing something from your campaign! Send us your newspaper clippings, photos and reports (by e-mail, please) to our office, so we can show other parties in the ECPM-network what is happening around Europe. This inspires others!

Questions? Comments?

Something you want to add?

Do you want more information about the contents of this Manual and/or the appendixes?

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Working on an election campaign plan

2. ELECTION CAMPAIGN PLAN

Introduction

Before you start an election campaign, a clear goal needs to be formulated. This chapter will tell you which elements play a role in this and how you can make a campaign plan based on them. We also take a look at how you can get your supporters involved in the campaign.

2.1 Contents campaign plan

In the campaign plan you formulate the goal and the target group for campaigning. By all means, keep the campaign plan short. Make everything as concrete as possible. Prevent long discussions about the question of what needs to be done without making concrete agreements on who does what.

A campaign plan contains the following elements:

1. Goal and core message
2. Target group (define as precisely as possible)
3. Themes (3 maximum) and concrete focal/action points
4. Strategy per key-point
5. Fund-raising plan
6. Assignment of duties (appoint a campaign leader)
7. Planning
8. Budget

In short, determine:

- What do you want to achieve?
- Who do you want to reach and why?
- What do you want to reach them with?
- How do you want to reach them?
- How many people and how much time and money do you have to reach them?

Start on time

The election campaign is always a hectic time. It is important to have everything ready in time, so that in the last weeks the focus is on the campaign itself. For a good preparation of the election campaign it is recommended to start at least a year in advance with starting a campaign team and making a campaign plan.

2.2 Checklist campaign plan

The last campaign	<p>What was done during the last campaign: which activities? Why those activities? What was the effect?</p>
Goal	<p>What is the goal of this campaign? What other goals could you think of? Why this goal in particular?</p>
Target group	<p>Who is the target group? What other target groups could you think of? Think for example about Christian immigrants. Why did this target group, or these target groups, get chosen to be approached?</p>
Message	<p>What is the message/the theme you want to get across? What does the voter need to know? What are the focal points that should come forward in the campaign?</p>
Activities	<p>What is the best way to get the message across? What methods do you use to approach the target group? What other ways/activities could be possible? Why this way, or these ways, in particular? Think about the new media such as Internet, e-mail news, polls, etc.</p>
Parameters	<p>Which parameters should be operated within (people/time/money)? Is it possible to make changes for the better in these parameters? Activate and motivate members and sympathizers to help, to get a fun and necessary job done together. Make sure to keep an eye on the quality of work done. Offer support if necessary. Position people in the right places.</p>
Choices	<p>Make responsible choices. In conclusion, determine:</p> <ol style="list-style-type: none"> 1. Is this plan in its entirety effective? 2. Is there enough manpower to carry it all out? (look for talents within your union) 3. Are the funds sufficient to pay for it?
Shooting script	<p>In order to make the campaign plan as targeted as possible, we advise you to make a provisional shooting script: which activities/when/where/what is needed?</p>

The campaign starts before the campaign!

Discuss the concept shooting script during an informal drink with everyone involved. Incorporate their comments into the shooting script as much as possible. Win them over with the plan. Share the mission with them. Not only the campaign activities themselves, but especially the way it is being presented/sold, gets noticed. The person holding a booth can do more than a thousand election programs, which is to actually motivate a voter to act.

A few warm-ups:

1. Do not do anything without a (campaign) goal.
2. It is better to have one clear point, than a story that is too elaborate.
3. Make only concrete statements.
4. Always use the party-corporate image in your expressions.
5. Make use of short and to the point slogans that say a lot yet do not need to be explained.
6. Alert the local press to every campaign activity.
7. Come up with at least one special activity.
8. A campaign does not start without a starting activity.
9. Get people moving, challenge them.
10. It is forbidden to talk to each other while running a booth
11. It is better to stand in front rather than behind a booth.
12. If you want to reach people, you have to go out to meet them.
13. Getting a message across does not happen by having people read it, but by winning people over and getting a feel for what matters to them and connecting to that with your message.
14. Convincing is not the same thing as overwhelming people with information.
15. The party cannot have a face without an address.

2.3 Getting supporters involved in the campaign

It is important not to have the board of management take too much of the campaign upon themselves. It is important that the unique message of Christian politics appeals to many members, but also just as much to other Christians that sympathize with your party, and to have them involved in the campaign

The question is: How can you, as board of management, make sure the message does indeed appeal to members and sympathizers, and make them feel a part of it? First of all it is important that as a board of management you discuss your involvement among yourselves. Make sure you know from each other how you are 'in it', so that you can motivate each other for the job that needs to be done. That way you can also pull together on the activities that need to be done and draw up a cohesive plan. So it is important that as a board of management you are motivated and are able to take this motivation clearly to others as well. Because, how could the members get excited if the board is not?

How to get your supporters involved in (the organization of) activities:

Organizing an event is not a goal in itself. It is an expedient; you want to achieve something with it. We can roughly discern three kinds of expedients:

- Something with the mind (to gain knowledge and insight)
- Something with the heart (to have a greater involvement)
- Something with your hands (starting a doing-activity)

Some people are more attracted to activities that require thinking, others more to activities that require action. Whatever the way you develop your plan, at least try to show that the subject is an important item for the party and that the party can mean something in the approach of the plan.

- Organize an informal get-together (with drinks and snacks) and invite key people from your supporters to think along with you about the activities surrounding the campaign.
- With the aid of your member list, check which 'talents' your members have.
- If that is not sufficient, put together a phone list and have the members called to find out what their skills and experience are with the help of a questionnaire (see appendix 4). See if you can find a place for people with specific skills to do a certain job (many people prefer not to commit themselves to long-term duties such as positions with the board, but are willing to do something from time to time)
- For the so-called doing-activities, try to get people involved that work with the skills that are necessary in their daily life. For example, someone who works in IT can help with the website.
- There are many different jobs and tasks: have someone free to co-ordinate the whole thing at the critical moment. Let this campaign leader also be the contact person for the Party Office.

2.4 Goal of the campaign

Campaigning is focused on attracting and holding on to the voter.

Focused on knowledge, contents, and standpoints:

- The ChristianUnion stands up for people in need (close by: the homeless, far away: development aid) and for good care for the creation (the environment).
- The ChristianUnion wants to deal with integration and criminality by the roots, by conveying values and morals and by reinforcing the position of family and child rearing.
- The ChristianUnion supports the interest of identity-based care and education.

Methodes:

- Organize a public debate about a topical theme with a social organization and civilians.
- Participate in public debates organized by others.
- Gauge the opinions of the members and sympathizers via the website and e-mail.

Focused on the voter's behavior:

- Go vote!
- Vote in a well-considered way, which means, for Christians.
- Vote for us, a clear Christian Social party.

Focus on taking away the prejudices and thinking in terms of power:

- Do not vote strategically, but from your faith and Biblical principles.
- Name three things that your party has achieved over the past two years, if already present.
- "My vote does not make much of a difference anyway." No, one vote can make the difference for a seat in the City council of in the House of Parliament.

Focused on what emanates from the party:

- The ChristianUnion is an explicit Christian Social party.
- The ChristianUnion does not strive for what is politically feasible, but for biblical values and morals. It also stands for removing the cause of certain things, such as drugs, prostitution and gambling, instead of the policy that allows illegal activities to take place with the connivance of the authorities.



A political late-night show for youth and students

3. CAMPAIGN ACTIVITIES

Introduction

This chapter will give you a review of useful campaign activities. Incorporate the activities as much as possible into your campaign plan.

3.1 Campaign meetings

There are different options for the contents as well as the work format of a campaign meeting. Be creative! A few suggestions:

- Organize a theme-night, potentially combined with a working visit (see appendix 1)
- Organize a meeting with a national politician.
- Organize an interactive night where the visitors are central to the program and not the speaker.
- Organize an informal get-together (political café, see appendix 1). This can very well be done in co-operation with other political parties.
- Organize a debate about values and morals with social organizations, churches and potentially another political party.
- Organize a low-key evening with music or cabaret and have a short introduction to the party. Do mention clearly on the invitation that it is a political evening as well.
- Organize a political late-night show for youth and students. For example the youth of the ChristianUnion offers a program with Gerald Troost (well-known gospel musician) and a Member of Parliament.
- Organize a Christian minority talk show.
- Organize a coffee-morning or women's night.
- Organize a coffee-morning for the elderly.
- Organize a benefit music concert with 15 minutes speaking time for the party.

Ten Commandments for organizing a campaign night:

1. Make your invitations clear, stimulating and attractive and have them appeal to a specific audience. Pay sufficient attention to the design of your invitations. Think about what you want to communicate. Think about the means you want to use for the enlistment.
2. Do not forget to look at the schedules of, for example, important soccer matches. Make sure that you do not put yourself in a disadvantaged position opposite competition you can avoid.
3. The separation of state and church prohibits a church space as a meeting-room. Be sure to make it easy to come to the meeting for (first-time?) visitors. A neutral, accessible and informal accommodation is an important stipulation.
4. If you choose for a theater set up, you cannot expect interaction. Make sure you arrange things in the space in such a way that there is plenty of opportunity for interaction with those present. Avoid the high stage or massive forum table as much as possible. Create a cozy, informal set up and put interruption microphones in the room.
5. People are interested in what a night has to offer them personally. Cater to that by making a concrete appeal to the audience. Ask yourself the question why you find it important that someone you know comes to this event.
6. Choose the person that leads the evening based on ability and not on position. A fine chairman is not by definition a good discussion leader. Have the guts to do a step back if necessary for the sake of the goal of the evening.
7. No one is interested in a long line-up of speakers. Three is too much. Have enough variety in your program.
8. Preaching to the choir may be impossible to avoid with campaigns, but archaic language is not. Speak today's language, without concessions to the contents of the message. Be careful to use a vocabulary that does not exclude anyone.
Tip: communication experts have determined that when it comes to use of language it is best to stick to what a sixteen-year-old with an average intelligence would understand!
9. You need to be very sure of what you are doing, if you want to make your speech longer than fifteen minutes. It is possibly best not to try! The average listener is not able to concentrate for much longer. It is better to have variety in your program with several short lasting elements that make it easier to stay focused.
10. A message is three times more likely to stay with someone if it is accompanied by a visual presentation. 'Force' every speaker to make use of audio-visual aids: white-board, transparency projectors, beamer, video or an object that symbolizes the core of your message. As leader of the evening, give the right example.



This is how you get a full house:

- Organize a performance of a local choir for your program. The audience will be larger thanks to their family and friends that will show up.
- Never reserve a hall that is too large. It is better to have the illusion of a large turnout in a cramped space than have a space half-filled.
- The days are over when you could fill an auditorium with a stencil that was handed out in the back of a church. People can choose daily from a variety of alternatives to spend their time. This makes adequate advertisement that is on target very important.
- Send as many personal invitations as possible to your target group. Let people know how much you appreciate their attendance or personal involvement. Remind people of the meeting when you are in personal contact with them as well.
- Besides the traditional ways, make use of modern media as well: local press and broadcasting, Internet and/or e-mailing.
- Define as concretely as possible what target groups you want to have involved in which campaign meetings. The target group is considerably broader than 'your own' members. Many Christians are not (yet) politically involved and could become so – partly because of your efforts. Think about the ways you can reach this group in your area. And think on time about the choices in relation to the target groups you want you make. Think about the Christian migrants as well!
- Distribute posters about the activities to churches, shops, community centers, etc.

In appendix 1 the work formats you find below are elaborated on.

1. Game of positions
2. Silent-wall-discussion/sticker parade
3. Interviewing a politician
4. Excursion or working visit
5. Street interviews
6. House of Commons debate
7. Forum
8. Argument analysis

3.2 Other campaign activities

- Pray for the campaign, enlist intercessors and send out a prayer letter. Organize a prayer evening for the elections with different churches, or connect with an existing prayer network and put the elections on the agenda.
- Invite people that are interested for a New Year's reception at the party (low-key, in a neutral environment with drinks and snacks).

- Organize working visits and invite a regional or national politician.
- Organize playful events in shopping streets and squares with the youth from the city or town.
- Organize a social event with a political link, for example a referendum about the desirability of a gambling house that is in the plans.
- Look early into where debates are going to be held. If the party is not invited for any of them, contact the organization and try to have the party represented in the forum.

3.3 Direct communication with voters

- Take action by e-mail and send out an appeal to vote for the party. Be careful of unsolicited forwarding of e-mails: most people get annoyed when they receive an e-mail more than once. It is better to draw up a list of who e-mails whom. Make a list of addresses for this on time, so it is ready when needed. Draft a standard e-mail, but add something personal. This will make people more inclined to read your e-mail.
- Organize a calling round with church members in your town/city.
- Make an appeal to members to gain at least 10 votes by personally giving flyers to people
- Send new residents a letter about the party and an invitation to a meeting that will allow them to check the party out.
- Hold a monthly or weekly office-hour (for example in the time preceding the party meetings). Always advertise these on the website and with a press release to the local press. Do not do this only when there are elections, but continually, so that you are visible and approachable.
- Make use of the first week of the New Year and send New Year's cards to members and sympathizers.
- Make commercials for the local/regional TV and radio broadcasting stations. Local radio stations often offer free airtime to political parties as well as recording facilities. Inquire on time what radio stations are planning to do with the elections and reserve airtime.

Promotion

- Have the party with a booth present at all big events or meetings, where a lot of Christians are expected.
- Rent a market stall or go with a team (in party T-shirts/polo shirts) to hand out folders in, for example, a shopping street/center.
- Distribute flyers door-to-door. Think about targeted distribution (is the target group better represented in certain neighborhoods?) because of the high cost of flyers.

Ambassadors

- Try to recruit people as contact persons, who will also inform members of their church.
- Approach local opinion leaders and ask them to support the campaign with quotes in advertisements in local newspapers/door-to-door papers and/or local TV commercials.
- Organize a local committee of recommendation with authoritative people. Make this known via advertisement, e-mail, website, etc



To get the attention

The youth of the Lithuanian christian-democrats build 84 snowmen to focus the attention on the work of the parliament.

There are many cheap ways of attracting attention in the street. Something that always works well is a board with different views written on it where people can leave their reactions with a marker (actively invite people to react and then start a conversation) and balloons for children. Another way is to make up children with face paint (while you talk to their parents!), a try-your-strength machine or handing out something to nibble on with a message (for example with the slogan: "It is a piece of cake to make the right choice: vote for us"). Be creative! And set a good example by picking up discarded folders from the street yourselves.

Churches, schools and other organizations

- Ask if it is possible to have someone talk at a church evening about faith and politics (neutral) and, if allowed, also about the elections and the party. Approach a church preferably through a member of that church.
- Send out information packages to contact persons, churches, Christian schools, bookstores, social institutions, youth organizations, etc. Leave them on the counter for further distribution.

Youth

- Organize evenings for the youth to put up posters, not only in their own city, but also in towns where the party is not yet represented. Have a prize for the person that puts up the most posters and offer them something to drink afterwards.
- They get study points nowadays for social activities. Have them involved in a fun event; make it a win-win situation
- Invite Christian youth, for a political café.

- Organize a debate contest at youth clubs and tell them something about the party while you are there. Or give a workshop about Christian politics (there is material available from the party). Send youth leaders a letter with your offer well on time and call not long after to ask them if they are interested.
- Inquire at high schools, colleges, universities and student organizations whether forums or other projects are being organized in connection with the elections. They will often let politicians from different parties give guest lectures. Let them know the party has people available for this.

Christian minorities

- Get in contact with minority churches by visiting their church services.
- Offer to contribute a speaker from the party at minority (ethnics) groups conferences.
- Organize a party booth at Christian minority gatherings.
- Write something about the party in minority/ ethnic magazines.
- Invite Christian minority leaders to come to party meetings.

Internet

- The most important message that you want to get across for the elections, should be presented in a noticeable way on the front page of your website. For example, direct links to the election program.
- Put on your website a separate election page with: a list of candidates (with pictures if desired), election program/manifest, activity agenda, an option for responding.
- Keep the website up-to-date. Advice: update the website in the years between the elections on a monthly basis. Do not remove news articles: voters want to be able to see what the party has achieved.
- Start a web log about the campaign.
- Put up topical statements (the Party Office can help you with this).
- Respond quickly to questions you receive via e-mail. Many voters visit the website even the last day. The number of visitors goes up spectacularly that day. Make sure you have someone in place to respond to e-mails.
- Ask visitors to make a contribution connected with a theme that the party wants to bring under the attention (for example a photo competition)
- Make sure you are included in the local political parties' information for voters. Be proactive in contacting the people responsible for this to have your questions included in it as well.

3.4 Acquiring Funds

- Divide your budget into clear parts, so that you as a project can approach a businessman in your circle of acquaintances (approach him personally) to take it upon himself to finance parts of the budget.
For example, the costs of making a local commercial or a folder.
- Organize a benefit concert (have people pay an entrance-fee and ask the artist to perform for free).
- Send out a letter to your members, with an appeal for financial support. Make it clear what you need the money for.
- Have (reliable) businesses advertise in your publications or folder.
- Invite related organizations to have their booth (for a fee) at your gatherings.
- Ask business PR-contacts (script writers, graphic designers or printer) if they are willing to produce your folder, poster or commercial for free or with discount.



The ChristianUnion organized a wheelchair basketball game with national politicians to focus the attention on handicapped sports

4. PERMANENT CAMPAIGN

Introduction

Strive to hold one event every three months and to have the press cover it. The goal of a Permanent Campaign is to get more out of policy ideas than the contribution to the parliament. Permanent Campaign means to launch an idea in such a way that it enlarges the visibility and the relevance of the party, so that it attracts voters and holds on to them.

The events should have a political goal. They are decided upon in consultation with the parties. It is a way to have volunteers and social organizations more involved in the electoral association.

The method for organizing a Permanent Campaign could contain the following elements:

1. Think of a theme for the event, by board of management or party.
2. Get in contact with the social organizations that are involved.
3. Call a round-table conference about concrete actions with all the parties/social organizations involved.
4. Divide the tasks among the organizations.
5. Make sure that the party co-ordinates the events and contact with media and the public.
6. Organize a working visit.
7. Draw up a petition and collect digital signatures from civilians and/or local celebrities.
8. Draw up a prayer letter.
9. Send out invitations and promo articles for a possible demonstration.
10. Write opinion articles by a member of the council/states.
11. Draw up a report (manifesto) with alternatives and plans about how things could be done better.
12. Investigate with the people that are involved where the policy might not work well.
13. Approach the media with the results (press release) of the report to generate radio or TV interviews.
14. Organize debate evenings and possibly events in a playful format.
15. Conclude the event with the presentation of the report to the Minister with a press conference.
16. The party translates recommendations into a motion or a contribution in the House of Parliament.
17. The platform and party watch over the execution of the recommendations.

Organizing the campaign does not have to be done this way, but you can use this as a guide. The goal is to create several publicity moments around a theme. With the national heroin action several press moments were chosen, where photographers were present some of the times and reporters other times. Visual material will almost always get you a picture with a caption in the newspaper.



'WITH FREE HEROIN I WOULDN'T BE HERE ANYMORE'

THE HAGUE- "If the child of a Member of Parliament is addicted, would that politician like it if his child received heroin for free?" To Gregory la Cruz the answer to this question posed by himself is crystal clear." Then why do politicians want to do this to drug addicts?" La Cruz is an expert from experience. For 31 years he was addicted to all kinds of hard drugs. For eight years he slept underneath a tree on the (Orange Square) in The Hague. Gregory robbed people to finance his addiction.

In the same city he now runs a diner with his wife. Gregory told his moving story yesterday at the presentation of the manifesto "hope without dope." The manifesto has been written by the ChristianUnion in co-operation with Christian care institutions.

The 'platform care and politics' handed the first copy of the manifesto to Erica Terpstra. As chairman of the Permanent Chamber Committee for Public Health Terpstra assured them that her colleagues would get to see the manifesto." You have showed us the human being behind the numbers."

RD, 25 September 2003

Endnote: the experiment with free heroin was not extended.

4.1 Image of events

Key words:

1. An event exudes involvement and compassion; your party is an active part of society.
2. Your party shows that things can be done differently, it offers concrete alternatives for an existing policy.
3. The event is being well thought out, substantiated with arguments and facts.
4. The event is relevant, connected with current affairs and the perception of the supporters.

4.2 Checklist activities

Action	Goal	Material
Petition	<ul style="list-style-type: none"> - To mobilize supporters. - To get attention from the press for central themes and actions. 	event website
Media/ Press presentation.	- press attention for central themes	Press release and actively approaching current affair features on TV and radio.
Working visits	<ul style="list-style-type: none"> - To show that we're an active part of society. - No working visits in the conference rooms, but on the 'work floor'. 	Invitation for a working visit also to board members (national and local)
Contacts in society	<ul style="list-style-type: none"> - Contact with relevant social organizations. - To form coalitions based on themes you have in common. - Networking 	Draw up a letter of invitation and send it out for a round-table discussion.
Contact with churches.	To form coalitions based on themes you have in common.	Send out Sermon outlines about subjects that you organize an event around
Prayer network.	- To inform local, regional and national prayer networks and churches about events.	Making and sending prayerfaxes (can be easily done especially just before elections it will attract attention)
Debate.	- To start up discussions with both supporters and opponents: provoke discussions.	Organize a debate evening in the country & participate in running debates.
Opinion articles.	- Start up a discussion.	Send in articles written by the party.
Organise a march	<ul style="list-style-type: none"> - Send out a signal. - Get people involved in the event. 	Apply for a license. Make arrangements for a podium, music and speakers.
Keep members informed about events via text messaging	<ul style="list-style-type: none"> - Ask involvement of members. - Be accountable to the supporters. 	Cellphone numbers network. Make a deal with cell phone providers..
Send out a campaign newsletter	<ul style="list-style-type: none"> - Increase the involvement of members and invite them to participate in events. - Be accountable to members about the results. 	newsletter

Method

On a special event website it says:

- why this event
- what we want to achieve with the councillor by means of organizing the event
- latest news, press releases, opinion articles etc.
- which organizations support the event

People can:

- sign the petition
- asking questions by responding via e-mail or sending a letter
- download material for the event
- invite others to sign the petition as well

- draw up a press release
- arrange a location for the press presentation
- Make a press folder with background material, text for petition

Working visits should be illustrative of the event and live up to the criteria for the image of the event.

Send out a standard letter to social organizations to do the event together. Make a draft petition, filter out central points for the event and brainstorm about good options for events together with social organizations in a round-table discussion. Make sure that the initiative clearly comes from your party's side, and maintain this.

Send a prayer letter by e-mail to those that are involved and/or interested.
On the website people can sign up for this prayer letter.

Several formats are possible:

- a. Have two prominent supporters and two opponents in a debate organized by us.
- b. Take part as much as possible in running debates organized by others about a theme.

Connect with the Party Office about the contents of the debate.

Present signatures or pamphlets of the event.
Conclude with one or more speakers and pray together.

Send out short info text via text messaging. People can sign up for this service

Keep the members informed by email and the website about all events and activities.



ACTION FOR FREEDOM OF RELIGION

From our political editor

THE HAGUE – The ChristianUnion, together with six human rights organizations, lobbies for a European ambassador for freedom of religion. At the EO-Jongereendag a short film is shown about freedom of religion. After that, youth can put down their signatures to support the action.

The idea is to present the signatures to Minister Bot (of Foreign Affairs). Anne van der Bijl, founder of 'Open Doors', will present them. This is on the eve of the Dutch Chairmanship of the EU.

Also in other countries in Europe political parties are moving to act to bring this ambassador's post into being.

In the US a similar functionary already exists. At the instance of the parliamentary party of the ChristianUnion Minister Bot has said in March of this year not to be averse to an ambassador in Brussels that takes a stand for freedom of religion worldwide. At the moment it is often the case that the attention for cases of religious persecution is incidental and the policy is undefined. A more co-ordinated approach from Brussels would reinforce the case for religious freedom significantly.

The petition that starts tomorrow is meant to support Minister Bot, says Joel Voordewind, who has been the person from the ChristianUnion involved in organizing this petition. The website of the party is partly focused on the petition. The human right's organizations behind the action are: Open Doors, Jubilee Campaign Nederland, Kerk in Nood, De Ondergrondse Kerk, Friedenstimme and the Evangelische Alliantie.

ND, 6 November 2004

Endnote: At the end of December 2004 it became known that the EU-chairman at the instance of Minister Bot and the ChristianUnion, has decided to appoint a European Ambassador for Human Rights and Freedom of Religion.

5. PRESS

Introduction

The press allows you to reach a broad audience. For this reason, it is important to give this area sufficient attention. Remember that sending out a press release does not cost any money and a relatively small amount of time. Local and regional weeklies especially insert reports quite easily. Text is often even integrally copied. This type of publicity is in fact free publicity. In this chapter we give you tips on how you approach the press as effectively as possible.

5.1 Press moments

In the time leading up to the elections there are a number of moments particularly suited for sending out a press release or organizing a press presentation:

- After the list of candidates has been determined by the member's meeting, a press release can be sent out. This can lead to good publicity. It does a lot of good for making the party known among people and more specifically for making known the new person heading the list of candidates. Do not limit yourself to names, but tell a bit more – insofar as it is relevant – about the background of the different candidates. Be sure to include a statement of contents of the person heading the list of candidates in the press release, and have a good picture available.
- Also the election program by the member's meeting is a good opportunity for publicity. You can send out a press release, in which you include a few of the points that stand out from the program. Besides that, you can also offer the entire program to the press. It can also be interesting to hold a press presentation.
- When the member's meeting has agreed upon an electoral alliance with another party, a press release can be sent out. This can lead to good publicity. It promotes the collaboration and specifically the (new) person heading the list of candidates.
- Create as many press moments as possible. An alternative is to send out a separate press release/invitation about the proposed list of candidates two weeks before the actual member's meeting takes place. You can announce the date and location of this meeting at the same time.

Besides the regular press moments mentioned above there are other options as well:

- Respond to articles in the local/regional press by sending out a press release or a letter to the press. Have letters to the press signed by the person heading the list of candidates, stating that he is the person heading the list of candidates for the party.
- Draw up a press release about a specific theme with concrete propositions of the party. These kinds of messages are best planned well in advance. Which themes or original ideas do you want to present in the campaign? Spread these out over the time and synchronize them if possible with related campaign activities (for example a theme meeting).
- Send announcements about campaign activities (campaign evenings, playful events) to the local and regional press well in advance (for weeklies, this means two weeks in advance because of the deadline and the publication day). Send along a picture when you have someone famous perform. Inquire the day before the activity whether your report has arrived and if there is a need for additional information. Ask after the potential presence of a reporter as well.
- Draw up a press release yourself – if there was no reporter present - and send (e-mail!) it to the press that same evening. It is even better if the press release is accompanied with a picture taken at the event.

5.2 Press attention

How do you get the attention of the press? It can be disappointing if a press release that you have put a lot of effort in does not get you any publicity. To increase your chances of having something done with it, a few tips follow:

- Draw up a list of the media in your residence and invest in your relationship with the press. Personal contact gives the reporters the opportunity to get to know. When reporters know you, they will be more inclined to publish your pieces and you will get more publicity.
- Send press releases per e-mail, that way your piece can easily be copied. Make it as easy as possible for reporters
- Add a picture to the press release, preferably a digital photo. The resolution of digital photos should be enough (in connection with the printing quality). In a press release about the list of candidates for example, put a picture of the person heading the list and/or the people at the top of the list, or even the whole group of candidates.
- Always call after sending your press release. That way you can find out if it has arrived, and you focus attention on it.
- Be sure to have an interesting picture moment during the campaign activities that you invite the press for. Let the press know in advance what you plan to do and what they should really send a photographer for so they won't miss anything. Come up with something visual to support the theme of the event.

5.3 Seven rules for an attractive article:

Writing an article requires a different approach than a press release.

1. Be concrete

- Let the facts speak for themselves.
- Be specific.
- Give examples (not too many).
- Make use of enumerations.
- Change the nominal styles into verbal style (make it sound active).
- Make the past of present interest by telling it in the present tense.
- Prove and substantiate your story with numbers.
- Present numbers in a human context, so that people can relate to it.
- Avoid the passive tense ('being ... ') as much as possible.

2. Be pictorial

- Make use of figurative language.
- Describe the situation in a way that gives people a clear image.

3. Be human

Write as a human being, write to human beings (remember who you write for), write about human beings.

4. Be clear

Avoid difficult and vague words. Avoid long and complicated sentences (a sentence should at the most be 1,5 times the line space of a Word document). If you have a long construction of a sentence, reread it and divide it into two.

5. Be concise

To write is to delete. Keep the main message in mind and try to get rid of all the unnecessary text around it.

6. Vary in sentences, words, and sounds.

Avoid clichés, euphemisms and bad language. Do not use the same word twice to start a sentence; avoid using the same expression or construction twice. Vary with short and long sentences. This makes your text livelier and it will keep people focused.

7. Be adventurous instead of matter-of-factly

Create an eye-catcher, for example a strong intermediate headline. Draw your potential readers in and keep them reading by referring here and there to that 'hook'.

5.4 Construction of a press release:

Headline	Hold it! Stop it! Surprise the reader! Draw their attention.
Subheading	Optional (only if it really adds something)
Introduction:	It should say what the subject is and what the article is about. An introductory story should be as short as possible; delete as much as you can! The first sentence should draw the reader into the story.
Second paragraph:	Two options: - have it connect with the introductory story - give a bit of background, substantiating it with facts
Third paragraph:	The connection between the paragraphs should be clear, for example by using enumerative words (firstly, secondly, thirdly), besides, moreover, or contradictory words (but, on the opposite).
Fourth paragraph:	Add some atmosphere. Getting a little bit sidetracked is okay; just make sure you get back to the thread running through it.
For a powerful press release you should use at least 4 paragraphs (including the introduction).	
Ending	Make a connection with the introduction. Refer to what you used to get the attention of the reader. Make a full circle, preferably by using a strong finishing sentence.

The central thought runs as a thread through the story.

To write is to delete! Take the unnecessary things out as much as possible! The reader is often not able to relate to tidbits that are interesting to you.

In short:

- Come up with a 'catchy' headline that speaks to people (pay attention to the news value).
- Put the most important news in the introduction (the first 4 sentences at the longest)
- After that, explain the context of the news you bring.
- Make sure that the how, what, where and who questions have been answered.
- Give an illustrative example and a quote from the person heading the list of candidates.
- Finish with a line and write below that line: Information for the editors. Then put down the name of the spokesman and his cell phone number (and e-mail address if desired). Do make sure that the spokesman is available.

5.5 Check-list for dealing with the media**Before:**

- Know what the core message and campaign strategy of the party is.
- Think about why your story is interesting for the reporters.
- Determine beforehand which three messages you want to get across.
- Come up with one or two examples and/or one-liners.
- Know how to stay yourself and still play the game.
- Be able to put the core message into words in 15 seconds.

Theory:

- Always think 'from the outside in': who is my potential voter, who is the reporter (what is the character of the medium, what is the reporter's background, what kind of articles does he write, which subjects is he particularly interested in, etc. Be prepared!
- Which prejudices could a reporter harbor?
- What is the desired profile of the party?

Tips and tricks:

- Actively use the name of the party: "The ChristianUnion thinks" instead of "We think".
- From negative -> positive
- Realize what kind of question is asked. Too open: ask for explanation. Closed question: surprise by taking two steps forward. Point: Do not let yourself be tied down.
- Do not repeat a (negative) question. Do not deny it, but answer with your own (positive) story.
- Talk to 16-year-old girl who lives next-door.
- Make it as personal as possible.
- Avoid rhetorical questions.
- Stick to your own pace.
- Formulate your story beforehand.
- Give clear examples (without examples there's no story)
- Come up with one-liners beforehand.
- Be careful with saying things like "it has to".

- Do not badmouth your opponent.
- Avoid a preachy tone and avoid clichés.
- Do not just talk about what you are against (no lamentations!), emphasize at the same time what you stand for.
- Do not pick a fight trying to prove yourself. Keep the atmosphere light.
- Be vulnerable, be open about dilemmas (this prevents an arrogant attitude). Do not be a teacher.
- 'Direct' the interviewer by introducing a new theme at the end of your answer.



An example of publicity following a press release:

SOCIAL WORKERS: EMERGENCY LINE PROSTITUTES

From our political editors

THE HAGUE – The minimum age for prostitutes to be able to work legally has to go up from 18 to 21. There should also come an emergency number ('red light alarm') that can help prostitutes if they indicate they want to stop with their work.

These are some of the proposals from the manifesto that ten relief organizations and the ChristianUnion have sent to the Second Chamber. Yvette Lond, a former prostitute herself who is now actively involved in the ChristianUnion, is one of the initiative takers of the manifesto. She points out that a national emergency number is urgently needed because 'lover boys' are increasingly wily in luring on vulnerable girls. At the same time it turns out that in spite of the acceptance of a motion of ChristianUnion-Chamber member Rouvoet the education about this subject and prevention work at schools has by far not yet reached the desired level. Rouvoet embraces the proposal of an emergency number. In the debate tonight with the cabinet about the prostitution policy he will advocate this emergency number. "This emergency line can really help prostitutes out of a scrape", says the member of the Chamber.

APPENDIX 1: CREATIVE WORKING FORMATS

Introduction

Change the get up of your club evening or campaign evening and give your campaign an original impulse. In this appendix you will find 8 creative working formats. Some of the formats can be used in meetings, others are better suited for an 'educational' setting. There are also a few that are especially fun and interesting for youth (do not deem yourself too old too soon, however!).

Before you choose a working format, you should look at the number of people, the available time and the goal.

The working formats have been developed for different goals:

- To increase the political involvement (working format 2 and 6).
These working formats are best suited for groups of young people. Be involved with politics in a different way for a change!
- Poll of opinions (working formats 1,2,5).
Everyone has an opinion, but how do you get to know what it is? This often happens simply by asking questions and voting. But there is more to be gained from a poll. The key is in the challenge to have everyone present involved. Prevent having just a few participants talk most of the time.
- To have a discussion or debate in a creative format (working format 1, 2, 6).
Remember that debating is all the more fun if you vary the format!
- To increase the knowledge (working format 4, 7, 8).
These working formats are especially suited for people that are already politically involved. They are, however, also suited for people that are not really politically involved as long as the subject is appealing and not too difficult (but not too easy either!).

Think about which working format suits your activity and situation best.

The working formats in a row:

1. Statements game
2. Silent wall discussion/sticker parade
3. Interview with a politician
4. Excursion or working visit
5. Street interviews
6. House of Commons debate
7. Forum
8. Analysis of arguments

1.1 Statements game

Description, goal

With this working format the audience responds to statements and comments about a subject that are put into words in a way that will challenge participants. This game teaches participants to form an opinion based on their own arguments. They also learn to understand where someone with a different opinion comes from. In this way, the statements game stimulates a group discussion.

Requisites

- An empty space (put chairs to the side!)
- Tape to divide up the space.

Method

- Divide the space into three parts: a Yes-part, a No-part and an 'It kind of makes sense-part'.
- The discussion leader reads aloud one of the statements (or shows it to them) and the participants step into the part of their choice: those that agree with the statement go to the 'Yes-part', those that disagree to the 'No-part', etc.
- The discussion leader invites the participants to explain their position and/or convince others of their position.
- If a participant changes their mind because of their discussion, he or she will move to another part.
- After a certain amount of time the discussion leader will stop the game and together with the participants try to make a list of the arguments for and against. He will also look at the kind of arguments that were used and how valid they were.
- You could also use voting-cards: red (against) and green (for) cards.

Tips and techniques

- Formulating a statements takes some attention. A statement has to be short, unambiguous, simple, objectified (not connected to the person) and positive (no double negative). And of course the statement needs to be oversimplified, so it provokes responses. A few examples of how to do it and how not to do it:

Not like this:

- "If you go to jail once, it is quite difficult to find a job afterwards."
- "You cannot prohibit someone from continuing to want to speak their own language."

But like this:

- "Once a thief, always a thief."
- "Everyone has a right to speak their own language."

1.2 Silent-wall-discussion/sticker parade

Description, goal

The goal of this working format is to take stock of the opinions about a subject or problem in as short a time as possible and with a maximum of contribution of the participants. Because the communication is non-verbal, there is less of an obstacle to participate and the willingness to participate large. The working format is also suited to serve as an introduction to a discussion, but works even as a closing (evaluation) or during breaks.

Requisites

White board, paper, felt-tip pens, stickers in different colors and tape.

Examples and applications:

1. The discussion leader briefly introduces the subject. In order to encourage the audience to ask questions, he ends with some provoking comments (opinions/statements/questions) that are related to the subject. He writes them down on a large piece of paper that is hung up on a wall, for every comment etc. use a different piece of paper (the 'silent wall'). The participants now get the opportunity to write down their responses with a felt-tip pen in short, to-the-point sentences. Everything is allowed to be written down: (counter)statements, questions, an answer, a relation between two ideas by drawing a line between them, their own opinions, provoking comments, etc. No one is allowed to speak to one another though! The discussion leader will sort through the reactions and summarize them. Sometimes it will be necessary to ask for an explanation. The picture that arises this way will be the basis of the next discussion evening.
2. The leader will have been asked to end his speech with a number of statements of his own. They will be presented on flaps on the wall. The participants are asked now to give their the first response that comes to mind (sticker parade): do I agree with the statement (green), I do not really know (orange) or do I disagree (red sticker)? This will provide a clear image of the opinions of the opinions of those present and what needs to be discussed further.
3. (to evaluate the evening:) The discussion leader writes down a number of evaluation questions that will have to be completed by the participants. They will write down what they want to add onto the pieces of paper. The questions that need to be completed are:
 - I learned mostly tonight...
 - What I thought was really good tonight ...
 - Something I did not like so much...

1.3 Interviewing a politician

Description, goal

An interview is a short conversation with one or more people in order to obtain information about what they do, what moves them, their vision, etc.

This working format is well suited for obtaining information about a certain subject or a(n) (extra) vision (from a third party).

Requisites

- List of questions
- Person or people that will be interviewed
- Pen, paper, recording equipment (optional)

Method

- The group draws up a list of questions that can be asked in the interview.
- The group will be split up in twos, that will prepare and carry out an interview together.
- A choice will have to be made from the different people that could be interviewed, for example councillors. Make an appointment with the chosen people.
- On the date that you agree upon, the pair will go to the person they are interviewing: one of them will do the interview and the other takes notes and/or records the conversation.
- After the interview has taken place, both of you will make a written report of the questions that were asked and the answers that were given. There are different ways possible of doing this.
- The result can be printed in a newsletter or sent as a result to the press.

1.4 Excursion or working visit

Description, goal

The excursion or working visit is an outsider in this series of working formats. Still, this working format can bring the participants in a practical way in contact with a specific subject. Participants receive a lot of information and come into contact with the (sometimes harsh) reality. The difference between an excursion and a working visit is mostly the goal.

The primary goal for an excursion is “a look behind the scenes”. This could be visiting a social organization, but also attending a council meeting or an excursion to parliament. This way, participants get a chance to see the political scene from up-close. A working visit, on the other hand, is more focused on getting to the heart of a specific matter and meant for the executive staff. But even here it is possible to have non-active members participate, for them it is simply an excursion. A working visit allows participants to get in contact with a specific subject in a practical way. It gives them the chance to receive a lot of information and gives them an idea of the (sometimes harsh) reality.

Working visit

- The discussion leaders and participants discuss beforehand which theme is central in the excursion/ the working visit.
- Things to pay attention to in the preparation of the excursion/ the working visit are among others:
 - The proportion of serious and more relaxed elements of the program.
 - Preparation for the conversation, where needed. (Who speaks on behalf of the group? Which subjects will be brought up? How will you let the person you will be talking know what is happening?)

N.B. If there is sufficient room in the program for social contacts, an excursion/ working visit can be a great way to bond as a group.

Examples for an excursion

- Asylum seekers' center
- Rehabilitation centers
- Centers for the homeless
- Refugees' working party
- Police station
- Prison
- Social services
- Nursing-home
- Environmental education center
- (Municipal) sanitary department

The preparations for an excursion do not need to take up a lot of time, if you know the right channels. Make use of the local municipality guide, inform at the town hall and try to reach someone in charge of Public Relations. Prevent making the institutions feel like the excursion is merely a fun activity or a slightly more refined way of 'watching monkeys'.

1.5 Street interviews

It is good fun to hear someone else's opinion, but not everyone loves a forum. This can be done more creatively! Send a group of participants out in the streets with a questionnaire and a video camera. Let them make a list of questions beforehand, so they will be well prepared and let them be creative in relation to the people they interview! Watch the results on a meeting as an introduction to a theme. You can do this without a camera and just present the results of the questionnaire.

1.6 House of Commons debate

The House of Commons debate is based on a way of debating in the British House of Commons and has become very popular in The Netherlands thanks to the television program 'Het Lagerhuisdebat' (The House of Commons debate). In the House of Commons debate two rows of chairs are placed opposite each other. The participants can take place on the chairs wherever they want, but it is also possible to have two parties in debate with each other. Placing the chairs opposite each other will make for a lively debate. The official distance between the rows is such that they are just far away enough from each other not to be able to touch each other.

If there are more participants, you naturally use more rows. The minimum number of participants is 10 (5 against 5), the ideal is 20. If you have more than 30 participants, it is best to work in groups in order for everyone to get a chance to speak.

The participants are given a statement and have to stand up if they want to react. The leader of the debate gives people permission to speak. It is important the he/she makes sure that the participants do not digress from the subject. The participants and the audience are allowed to express their opinions during the debate by making approving sounds ("Hear hear!"; applause) and disapproving sounds ("Boo"). The debate goes on for a pre-determined time (for example 10 minutes).

At the end of this time (appoint someone to watch the time!) the audience counts down ("10, 9, 8, 7, 6, 5, 4, 3, 2, 1, STOP!") and after that everyone has to stop talking. This means that the person that is speaking at the time of the count-down, has to try to make his final point in 10 seconds. A jury member judges the contributions and chooses a winner. A House of Commons debate is suited for participants that are not politically involved as well as those that are politically involved. For those that fit in the first category a debate is a good way to come into contact with politics, while for others it is an opportunity to practice their debating skills in a playful way.

1.7 Forum

The forum mediator raises a subject. He also lets everyone know that several experts will make up a forum together. The group will prepare for the forum by taking stock of what they want to find out about the subject and which questions they need to ask the experts in the forum. At an agreed upon time the experts come in and stand in front of the group. First, they introduce themselves (name, profession, field of expertise, etc.). Preferably, it is also agreed upon in which manner to address the experts (first name or mr/miss/mrs so-and-so). After that it is time to start asking questions. It is possible for a discussion to develop between the experts and the group. The forum mediator should make sure everything is conducted in an orderly way. It is

not always a good idea to prepare a forum on the spot. Sometimes it is best to let the participants know in advance what the subject is, or to prepare for the forum in a separate meeting. This is not necessary if the forum mediator has prepared for the discussion. In that case, he/she can start by asking the forum members questions that they can respond to. Then the audience will come up with follow-up questions of their own..

Prevent having the participants in the room watch passively. Have them involved in the discussion. You can stimulate this by having someone walk around the room with a microphone, and by having a limited number of people in the forum (3 is enough, 4 is maximum, 5 is usually too many). Experts do not need to be politicians. Even in the target group itself you will probably find experts. Besides that, someone can gain expertise by reading about a subject. Someone like this can be a part of the forum too. It is also a good idea to have a young person in the forum.

1.8 Analysis of arguments

Debating often happens on basis of simple arguments that everyone knows from the news. It is of course more fun to go deeper. Let the participants take a clear stand on a certain statement and give them a number of opinion articles about the subject, preferably ones with different points of view. Let them make a list of the different arguments in the articles and then add their own arguments or comments about the arguments they find. Is the point of view they end up with the same as the one they started with, or do they change it?

Opinion articles, but especially also video recordings of a discussion or current affairs program or a documentary can be good introductions for further discussion. This makes a change from an introductory speaker. The participants receive an article or a video clip as an introduction and can discuss it further themselves. A good method is to stop the video now and then. The participants can discuss what they have just watched. Then the video is started again and the participants can see if their discussion bears relation to the rest of the program or if different points are brought up.



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