

Your Campaign Material

Great campaign material and the message it's aiming to give will take time to write and deliver. Here are some of our tips that can help you:

- ✓ Your campaign materials (be that written, graphics, video etc) are your chance to show off your strengths, shout about achievements and share your aspirations.
- ✓ It should be a short, bite-sized representation of who you are and what you have to offer in terms of experience and ambition.
- ✓ Leave yourself enough time to draft a memorable and engaging personal statement.
- ✓ Ask others what are your qualities and what your USP (unique selling point) is.
- ✓ Always check spellings, proof, and check again – you can't alter your personal statement once it's submitted.
- ✓ Concentrate on your strengths – your experiences, your knowledge and your future plans.
- ✓ Keep it real, honest and don't pretend to be something you're not – your campaign material has to be true to who you are.
- ✓ While its good to read other people's material, it has to be your work. Don't try to copy others.
- ✓ If you have more than one piece of campaign material be consistent in what you say.
- ✓ Test it – get someone you know and trust to read it (or watch if you have done a video). We often forget big things in our life that make the most impact.

Your Photo



- ✓ Use a simple clean background.
- ✓ Find good light, if you've outside get the sun behind you.
- ✓ Angle your posture.
- ✓ Focus on your head and shoulders.
- ✓ Only you can be in the photo.

With your campaign material it's important that:

- ✓ Your written personal statement should be 250 words or less,
- ✓ That you write your personal statement yourself,
- ✓ We give you one space to share a way to contact you,! Any other contact details you wish to share like website WhatsApp, social media handles or platforms, should be included in your personal statement, and it counts within your 250 word limit,
- ✓ LWN elections are always conducted in a spirit of sisterhood and mutual respect, therefore everything you write or say should mirror this!
- ✓ When sharing any campaign material on social media please use **#lwnelects2024** so LWN members can find material easily.

Good Luck!

To sum up:

- **Be yourself and be honest about your experiences.**
- **Use your own truth, because that is who you are!**

#lwnelects2024