

Being a Candidate 101

Concrete steps, tools, and resources for building
a successful campaign for an IFRC Governance Position



This document is prepared by GLOW Red
the Global Network for Women leaders in the Red Cross Red Crescent

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Introduction

This guide aims to support candidates running for governance positions on the IFRC Governing Board as well as other IFRC commissions and committees and the Standing Commission of the Red Cross and Red Crescent. It is based on the shared knowledge and experiences in the GLOW Red Governance leadership training (October 2020, February 2021, and September 2021), recommendations from previously successful candidates, and the rules and guidelines provided by the IFRC.

GLOW Red has created this guide to support both female candidates running for governance positions and the teams supporting them. The guide contains a list of readings and regulations that are important for all candidates to familiarise themselves with, as well as a step-by-step guide on running a campaign. In the annexes you will find concrete tools to use in the process.

GLOW Red is committed to two overarching goals: changing the electoral face of the International Governance of the Movement by 2022, and increasing the pipeline of future female leaders in the Red Cross Red Crescent Movement. It should be noted that members of the GLOW Red network are expected to commit to: contributing, identifying, and encouraging qualified senior women leaders to run for governance positions. Additionally, members are encouraged to build support throughout the RCRC Movement for the principle of women candidature and gender parity. However, being a member of GLOW Red does not mean you are expected to run for governance positions yourself nor are you or your National Society (NS) expected to support specific candidates.

Readings and regulations

Becoming familiar with rules, regulations and statutes of the RCRC Movement is key to being a successful candidate. Below is a compiled list of key documents that you are recommended to read before running:

- IFRC Constitution
 - Find here in [English](#), [French](#), [Spanish](#) and [Arabic](#).
- IFRC Rules of Procedure
 - Find here in [English](#), [French](#), [Spanish](#) and [Arabic](#).
- Statutes and Rules of procedure of the International Red Cross Red Crescent Movement
 - [Find here in English, French, Spanish and Arabic.](#)

Running your candidature – step by step

“Before running for the Governing Board, be active in the commissions and committees. This will help you understand the procedures, people will start to recognize you, and you get a chance to prove yourself.”

Kate Forbes, Chair of Audit and Risk Committee
Member of the IFRC Governing Board

Being visible and effective in the advisory bodies to the Governing Board is a good way to expand your sphere of influence and get experience of the way the board works.

Step 1: Understanding the Position and Getting the support from your National Society

When you run for a seat on the IFRC Governing Board, or for any Committee or Commission, the very first step is to have a thorough understanding of the open Governance Positions. This involves knowing what the relevant criteria are, both for you as an individual and for your National Society.

Once you have ensured that both you and your National Society meet the criteria, it is then time to get the full support of your National Society. In terms of the elections for the IFRC Governing Board, it is pivotal to understand that it is National Societies that are elected to seats, not individuals. It is not an individual campaign; it is a National Society campaign¹.

National Societies will choose an individual to represent them on the IFRC Governing Board, this individual is typically the President or Vice-President of their Governing Board, although there are instances where another individual is chosen. Without the full and active support of your National Society for you to represent them on the Governing Board, it will be impossible for you to put your candidature forward.

First you need to ensure that your National Society’s books and audits are in order, speak with your National Society leadership to make sure that they meet this requirement. Secondly, you must ensure that your National Society is currently able to run for an IFRC Governing Board position. Note that a National Society may only sit on the Governing Board for two consecutive 4-year terms.

Find in Annex 1 outlined descriptions on the different International Governance positions being elected by the General Assembly in 2022.

Remember: Your National Society members are your ambassadors!

Staff and volunteers from your National Society can support your candidacy and vouch for you in their communication with other National Societies. Inform them of your NS goals and ambitions and about your skills, abilities and experience! Your entire National Society should know about the campaign and be sharing the key messages.

¹ Note that for the Standing Commission, you are elected as an individual not as a national society

Step 2: Setting up your campaign team

This candidature is a team effort, and you will need support from other people to be successful. GLOW Red acknowledges that some National Societies are larger than others and while some may have entire departments dedicated to Communications, others may only have a handful of staff members. It is integral that you remember the fundamental principle of Voluntary Service. Reach out to the volunteers that exist within your National Society or to other National Societies in your region who are willing to help. Many volunteers include former and current project managers, communications professionals, and those with administrative experience. Leverage the experience, enthusiasm and passion of your volunteer base to have them support your National Society's campaign.

Some roles and competences that you might need to surround yourself with are listed below. Find in Annex 2 examples of job descriptions that you can use when recruiting your campaign team.

- **Campaign manager** – to oversee the campaign. This should be someone you trust, who gives good and salient advice.
- **Communications officer** – to help craft the campaign message where you present who you are and what you will bring. This person can also give technical advice on creating digital material, videos etc.
- **International relations** – include someone in your team who has a big network within the RCRC Movement.
- **Administrative Assistant**

Remember: Other than your direct team, you will need to create and cultivate a network of supporters who can advocate for you, promote you and endorse you. Find your champions!

Step 3: Reaching out and Checking the Temperature

Before announcing the candidature begin canvassing with other National Societies within your region, and any other National Societies that you and your colleagues have relationships with. Work with your National Society's International Relations department, if you have one, and figure out which National Societies that you have strong relationships with and how you can leverage these relationships.

- Reach out to friends in the Movement and ask them:

"If I would run... What would you say is most important...?"

- Identify the strongest voices in each region and reach out to them. What recommendations do they have? What can you do to get their support?
- What is your National Society's reputation? How can you leverage this reputation to work in favour of your campaign? What bilateral relationships does your National Society currently hold?
- Many sub-regions have formal or informal rotations amongst different National Societies in terms of who runs for Governing Board positions and when. Make sure to inform yourself on the practice within your subregion.

- It is important to know and understand the interests and positions of other National Societies in the region and coordinate with them throughout the candidacy to avoid any clashing priorities.
- Speak with your National Society leadership and stay up to date on the different meetings going on in your region and others where you can participate.

Step 4: Announce your candidature

Announcing your candidature is a key step in ensuring that all Movement partners, which includes your voters, are aware of your intent to run.

In terms of official timeline, IFRC Procedures² states that there is a 60-day deadline for nominations for President, Vice President, Governing Board Member and for Commissions and Committees. Nominations must be submitted in writing no later than 60 days before the opening meeting of the General Assembly at which elections are to take place. The only formal aspect of being a candidate is the formal submission to the Elections Committee according to the rules and standards of the Election Committee.

In terms of best practices, the announcement of candidatures is typically done by the leadership of the National Society. Candidates may write informal and personal messages to their contacts, but the official communication is done by National Society Leadership. Below is an example on announcing your candidature:

The Canadian Red Cross announced Sara Fowler's candidature for the IFRC Governing Board through the release of short video which was sent together with an official letter to all National Societies. This combination of a video and a letter gave Movement partners a choice in terms of how they wanted to hear Ms. Fowler's messages. The video was easy to share and was close-captioned.

Step 5: Crafting your message

When crafting your message and credibility statement, consider these four questions below:

- Who are you?
- Why are you a good candidate for the board?
- What experiences will you bring?
- What makes you unique?

Remember: it is not only the substance in your message that is important, you must also be mindful of how you deliver it – your electoral presence!

When you are conveying a message the words you speak only make up a small part of what your listeners perceive. Your paralinguistic skills (voice, tone, pace etc.) and your body language are just as important for your message to come through and be powerful.

² Rule 26.1 and Rule 27.1 In the IFRC Rules of Procedures

Appearance

- Be powerful and approachable.
- Be appropriate and authentic.
- Wear the Red Cross Red Crescent of your National Society.
- If it suits your personality, wear something colourful. Another suggestion is to wear the national dress of your home country. Ensure that whatever you are wearing makes you feel confident, comfortable, and powerful.

Communication and vocal skills

- Articulate and use word boundaries, which are the short gaps or pauses between words. Remember that not everyone is a native speaker of the language you are speaking, so focus on not speaking too quickly.
- Take pauses.
- Use your body language to demonstrate confidence and emphasize key messages.
- If culturally appropriate, maintain eye contact. When recording a video, it is important to look into the camera, this gives the appearance of eye contact to those watching the video.
- When recording a video message, to maintain eye contact avoid reading from your screen.
- The video should be short, aim for 2-3 minutes.

Substance

- Your message!
- Who are you and what will you bring to the table?
- What makes you unique from other candidates?
- Why are you running for election? What is your “Why?”? Why did your National Society select you as their representative?
- Highlight your RCRC Movement experience and other unique experience that you can share with the Movement.

Step 6: Deliver your message

Create an eye-catching pamphlet or flyer:

- This can be sent virtually and/or physically.
- Translate your material – a simple way to make sure your message reaches many more National Societies (i.e. voters), it also shows an inclusive leadership style. Note that the six official languages of the General Assembly are: Arabic, Chinese, English, French, Russian and Spanish.

Create a compelling video:

All candidates will be asked to create a 3-minute video where they present themselves and what they will bring to the Governing Board. This will be published on FedNet together with your CV and programme of candidature. Creating a good compelling video is thus an important task in the process as it is the main item that voters will see. You may also want to create other videos to increase your digital presence and visibility (especially with the current COVID-related travel restrictions).

In annex 3 you will find a technical guide on how to create a video using your mobile phone.

How to create a compelling video:

- **Wordings:** Try to use positive words – avoid words that make you sound insecure or doubtful. See below a list of words with negative and positive tones.
- **Eye contact:** Look straight into the camera. To appear more natural and maintain eye contact it is recommended that you avoid reading a script and instead speak from memory or from draft notes.
- **Body language:** To appear more dynamic on video and a good way to signal assertiveness is to actively utilize body language. One great example is using your fingers to list and “count” items. Experiment with body language and see what happens if you stand up when you talk, perhaps further away from the camera so that we see more of you, or closer to the camera to focus on your face. Find what feels most natural and flattering for you.
- **Background:** If possible, film your video in a location or multiple locations that represent you and your National Society. For example, you may decide to film next to your National Society’s flag or in the lobby next to artwork that represents your National Society. If you feel more comfortable at a desk, this is another option. Filming outside, in a quiet location, is another great idea.
- **Language:** Review the audio of your video and ensure that it is clear. It is recommended to add subtitles to the video, in different languages. Ideally, if possible, record original videos in the various languages you are able to communicate in.
- **Get feedback:** Send the video to colleagues and ask what they think. If possible, work with your Communications department or someone who has a background in communications and have them review the video.

Negative words	Positive words
Failure	Learning
Afraid	Curious
I hate	I prefer
Criticism	Advice / guidance
Anxious	Eager / keen
Boring	Consistent / reliable / stable
Problem	Challenge
Overwhelmed	In demand
Nosey	Interested / attentive
Stressed	Maximised / energised
Exhausted	Recharging

Step 7: Personal connections

When your messages and value statements are done, you need to make sure they reach people. This is when you will need help from your National Society as well as your supporters and champions. Ask them to endorse you and pass your message forward.

“If you are running for the Standing Commission- remember to communicate with your voters! If you are running for an IFRC position, assure that your National Society promotes you!”

Mercedes Babé, Chair of the Standing Commission

Communicate with your voters!

When you get feedback on your communications, it is important to take the time to reply. It may be both tough questions and negative feedback or reactions, as well as words of encouragement. It is recommended that either you or a staff member reply to each email, Facebook comment, tweet and any other communication individually coming from a National Society. Thank them for contacting you and respond to their query.

When the elections are approaching all presentations will be published on FedNet.

Social Media

Due to the virtual nature of campaigns, it is recommended that candidates utilize social media. Many different social media platforms exist, and it is important to choose one that suits you and your team’s skills, style and capacity. See below a high-level overview of some of the different platforms that exist and some tips and tricks:

Facebook

- Many candidates use their personal Facebook account as a way to showcase themselves, another option is to create a secondary Facebook account solely for your election or a separate Facebook page. The method you decide to use depends on your personal level of comfort.
- Facebook tends to be the most popular social media method used by past candidates.

LinkedIn

- LinkedIn is a great platform to use, as if you already have an active profile many potential voters will already be amongst your connections.
- The style of LinkedIn is more formal and professional than other social media platforms, keep this in mind when you are using it.

Twitter

- What makes Twitter unique from other social media platforms is its immediacy. Users are able to witness, report, and comment on global events almost in real time. Twitter will tend to have the most up to date news.
- Twitter is a great social media platform to interact with potential voters and build relationships, as they are able to react and retweet things that you post.
- Twitter requires more social media management than other social media platforms as it moves at a much quicker pace.

Step 8: Personal presence before the General Assembly

In the months leading up to the General Assembly you need to make yourself visible in the RCRC Movement and among the voters. Find out if there are any regional statutory meetings happening where you can participate, or other regional conferences where you can make an appearance. Are there any RCRC Movement wide meetings or summits happening? For example, the Climate: Red Conference or the Annual GLOW Red Network Meeting. Map these out and ensure that you, or someone from your team, is attending these meetings.

Participating in panels is a great way to get exposure. It is also a chance to show your expertise and priorities, and your confidence in public speaking. Be active and reach out to conference organisers and ask/offer to sit on a panel. Once you have participated in one panel, and done a good job, you will most likely be invited back.

Remember: there are a lot of interesting webinars taking place where you can participate either as a speaker or panellist, without having to travel anywhere.

Step 9: Personal presence during the General Assembly

When you are finally at the General Assembly, where the vote will take place, create a strong and positive atmosphere around yourself. Be present, talk to your supporters, and welcome questions. Attend informational sessions, side-events, and networking opportunities. Additionally, get involved in presenting and attending side events. Find out what different events your National Society is involved in and make sure you attend.

Simple steps to prepare:

- Compile a list of friends in National Societies
- Have a clear pitch to present to the people you meet, with your top three priorities and why these are important to you and your National Society.
- Prepare your 3-minute presentation that you will give at the General Assembly

“Prepare your why! Why should other National Societies vote for you? What does your National Society bring to the Governing Board?”

Mercedes Babé, Chair of the Standing Commission

Step 10: The Results of the Election

No matter the results of the election, it is pivotal to handle the outcome with grace, ensuring that you thank your support team and the voters that cast their ballots in your favour.

If you are elected to a Governance Position

Congratulations, you have been elected to a Governance Position! The most important thing to keep in mind is that you are now a representative of the IFRC. Thinking globally is key, you must think in terms of best interests for the entire RCRC Movement. Find below under the heading Being an effective board member more information on concrete steps to take in this role.

If you are not elected to a Governance Position

The first step is to thank the staff from your National Society, and the groups of National Societies that have been actively supporting you throughout your campaign. It is important that all voters, supporters, staff, and friends are thanked.

Throughout your campaign you would have made yourself known in the Movement and will most likely have certain important issues or topics in the Movement that you are passionate about. You can think about how you can engage on these topics while not being a part of any Governance position. Seek out how you can be a good supporter and contribute to the change - you may have advocated for. This will demonstrate that you were serious in your campaign but also signal that you may run again.

Remember that just because you were not elected this time, or to a certain position, does not mean that you cannot run again in 2 or 4 years or for a different position. Do not take the outcome of the election personally, there are always multiple factors at work in determining who will be elected for any position.

If you do decide to run again, it is important to figure out why you weren't elected. What were the barriers to your success? What can you change in your next campaign or during the previous period before next elections? If you feel comfortable, reach out to some people you trust in the Movement and ask them for feedback.

Being an effective board member

When you have successfully completed your campaign and have a seat in the IFRC Governing Board or one of the commissions or committees, here are some things to consider to be an effective and appreciated board member:

- See the organisation as a whole – remember that as a member of the IFRC Governing Board and its commissions and committees you are representing the Federation as a whole, not separate National Societies and clearly not your NS of origin.
- Come prepared – make sure to read the material before the meeting. According to previous board members it is easy to tell when a member is not familiar with the material, and the board risks making bad decisions because of it.
- Give your comments when they add value – do not just copy what someone else has said. This is easier if you are well-prepared.
- Do not be a single-issue board member, participate equally in all discussions and treat each topic with the same passion and concern. Push yourself to make your voice heard – show that you belong in the room.
- Get to know other board members and the group of advisors – they have a lot of influence and information that could be valuable to you.

Annex 1: International Governance positions elected in 2022

The following positions are being elected in the General Assembly 2022:

President

The General Assembly elects the President in a personal capacity. A person who has served two four-year terms as President is not eligible to stand again for election (article 34.3 IFRC Constitution).

The duties of the President are described in [Article 25 in the IFRC Constitution](#).

Our current president is on his first term and can stand for re-election.

The **nomination** shall be accompanied by (1.) Attestation and declaration of integrity by IFRC and the nominating National Society, (2.) A CV in a format provided by the Election Committee and shall include a short statement in support of his/her candidature.

To win the most votes a campaign ahead of the General Assembly is needed to make the candidate known and trustworthy. This involves contacts with as many National Societies as possible in each region, extensive travels (if situation permits – otherwise digital contacts) etc. Often, the elected President has had a position in the Governing Board already, as Vice President or member.

Vice-presidents (one per statutory region and one ex-officio: Switzerland)

The General Assembly elects four National Societies, one from each of the four Statutory Regions established in accordance with the Rules of Procedure, for the purpose of each of them appointing a member of their National Society to the post of Vice-President for a period of four years. Once appointed, the Vice-Presidents shall serve in a personal capacity (article 34.4).

The duties of the Vice-Presidents are described in [Article 26 in the IFRC Constitution](#).

Any National Society elected for the purpose of appointing a Vice President or a National Society member of the Governing Board and having served two consecutive four-year terms in either capacity or combinations thereof is not eligible to stand again for election until a further four-year term has elapsed (article 34.6). **Out of the current Vice-Presidents, China, Senegal and Turkey have served two four-year terms as either Vice-presidents and/or in combination as National Society members and cannot stand for re-election.**

The nomination shall be accompanied by (1.) Attestation and declaration of integrity by IFRC and the nominating National Society (2.) In respect of the nomination of a National Society for the purpose of appointing a Vice-President, the National Society shall communicate to the Election Committee the name of the person it intends to appoint to the post. This communication shall be accompanied by a CV and a statement from that person.

Eligible candidates for the office of President and Vice-President shall have held similar senior office and have a sufficient command of at least one of the working languages of the International Federation. Further details of the profile shall be established by the Election Committee for approval by the Governing Board.

Vice-Presidents are often, but not always, coming from the current members of the Governing Board. It is possible for 2021 that a woman can make it to Vice-President directly if it is a well-known candidate. To become a Vice-President campaigning is necessary.

National Society members (5 per statutory region)

The General Assembly shall elect from each Statutory Region at least two National Society members of the Governing Board with a female representative and at least two National Society members of the Governing Board with a male representative.

The nomination shall be accompanied by (1.) Attestation and declaration of integrity by IFRC and the nominating National Society (2.) In respect of the nomination of a National Society for membership of the Governing Board, the National Society shall communicate to the Election Committee the name and gender of the person who it shall appoint to serve as its representative on the Governing Board if it is elected. This communication shall be accompanied by a CV from that person.

Nominations

Nominations of persons for election to the office of President, of National Societies for the purpose of appointing Vice-Presidents, and of National Society members of the Governing Board, may be made by the National Societies, and shall be submitted in writing to the Secretary General for dispatch to the Chair of the Election Committee not later than sixty days before the opening meeting of the session of the Assembly (rule 26.1 Rules and Procedures).

In many sub-regions National Societies take turns to present their candidacy to make sure that their region is represented (and candidates are not competing against one another). Make sure to inform yourself on the praxis in your sub-region.

Possible profile of candidates

There are no guidelines on who a National Society can appoint to represent them. The guidance of National Society Statutes states the following eligibility criteria for governance positions nationally:

“Eligibility criteria for elected and appointed positions should ensure competent leadership for the National Society. They must also consider the independence and reputation of the National Society. Eligibility criteria for governance positions must exclude staff from running for elected office. If a governance member is recruited as a staff member, he/she must resign from elected office. However, in some contexts, national law requires staff representation on the governing board. In such cases, the procedure for the election of staff representative(s) must be described.”

Possible positions women candidates are/have been holding:

- Presidents
- Vice-presidents
- Senior governance members (at national or regional level)

There is nothing preventing a National Society from presenting a candidate who is a former member of their Governing Board or management.

The candidate needs to speak one of the 4 formal languages (unless arranging with translation themselves).

Annex 2: Suggested members to recruit for a campaign team

- **Campaign Manager**
 - To oversee the campaign, this individual is the focal point for all campaign activities.
 - This should be someone you trust, who gives good and salient advice.
 - Ideally this is someone with experience both campaigning for International Governance and the RCRC Movement.
 - This individual should be: highly organized, proactive and have the ability to manage people and possibly lead the rest of the team.
- **Communications officer**
 - To help craft your message where you present who you are and what you will bring.
 - This person can also give technical advice on creating digital material, videos etc.
 - This individual should have experience with social media.
 - Ideally this person should be multi-lingual or have connections to reputable translators.
- **International relations**
 - Someone who brings a big network and knows who to contact.
 - This individual should understand the complex political environment of the RCRC Movement.
 - Should have a strong understanding of your National Society's priorities, your past and current partnerships.
- **Administrative Assistant**
 - Provides administrative support for the team and supports all other roles.
 - Ability to work in a fast-paced environment and able to work independently.

Annex 3: Making a campaign video (with your phone)

Filming your campaign pitch or any other statements or speeches does not have to be very complicated. Nowadays videos are often watched digitally through phones or computers (on smaller screens), which means that the image quality of a cell-phone camera works well to record these kinds of messages. However, there are some simple things to think of to make your video look more professional and make your message come through better. They are listed in the guide below.

Planning: The more planning that goes into a recording, the better the result will be. A good way to get to the core of what you are after is to reflect on these questions before starting to record:

- What?** What kind of video am I making? What format should it be in and what is the desired duration?
- Why?** What is the purpose of this video? Do I have a call to action? What do I want the viewers to do after seeing my video?
- Where?** In what context will this video be shown? During a digital meeting, social media platform or be published on a website? Do I need to adapt the content of my video to that?
- Who?** Who will watch this video? Define the target audience. What information do they already have or not have about what I want to say? Example: Can I speak in their language or use subtitles? English subtitles on English videos are good, that way you include viewers who can't hear and for any social media. Be careful with using too many abbreviations.
- How?** How do I want to present myself and my message? Considering all the audience and the platform, how can I get my message across in the most effective way?

Equipment: As mentioned, the image quality of a cell-phone camera is often high enough to make a good video but there is some other equipment that will improve the overall impression of the video. Ask someone else to hold the phone during the recording or place the phone (with selfie camera) on a piece of furniture to reduce shaking. If you have a tripod with a cell-phone holder you will get the best result. If you are filming a speech it is best to use a still camera. If you are documenting a branch or yourself in action it is more motivated to have a moving camera. A microphone or a headset is recommended to reduce noise.



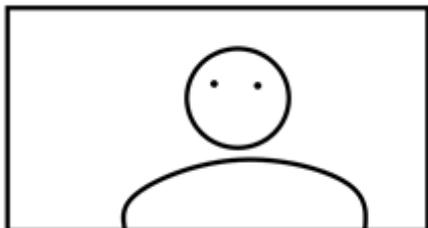
Location: Select a location in a quiet sound environment to record. Avoid buzzing and sharp or sudden noises. It is good to film in a bright place so that the face is illuminated, avoid backlight. Feel free to use both lamps and daylight. Try to avoid sharp shadows.

About the background: If possible, let the background give a sense of your professional role or picture your relation to the RCRC movement. Try to leave some space in the background, do not stand too close to a wall.

Filming outdoors often gives a vivid and interesting result if you can find a quiet place and use daylight. Avoid filming on windy days as it can disturb the sound.

Angles and distance: Look straight into the camera, (not at yourself on the screen if you use the selfie camera).

Film in landscape format:



Let the eyes end up at a height of two thirds from the lower edge, it is usually perceived as correct. This applies whether you are standing or sitting and regardless of distance to the camera. Standing up often gives a more active impression.

Place the camera in the same height as your eyes to avoid the “frog perspective” or looking smaller than necessary.

If you give a speech, you may place yourself in the middle of the screen or slightly to the side –for example if there is something that you want to show off in the background.

Performance: Try to look straight into the camera as much as possible. This will engage the viewers and give the strongest sense of sincerity. Try to get a natural flow during the speech and think about the speed.

Speak loud and clear. Reflect on how you want to deliver your message, you can for example use pauses and hand gestures to enhance what you are saying or, when speaking of your passions, use a strong tone of voice, or when saying something positive, smile.

Content: I recommend writing down key notes or a script to learn by heart to make sure that you include everything that you want to say. This also makes it easier for you to match your speech to the desired length of the video. Define your target audience for the video and adapt your language and tone. Do you have a “call to action”? Make sure it is clear what you want the viewers to do. Show the video to a test audience and ask for feedback.

Editing: In editing it is possible to add a nametag, a logo (your National Society logo for example), subtitles when needed and other moving or still images. Editing the video also enables greater freedom during your recording.

Sending the file: To preserve image and sound quality, the best way is to save the video file from your mobile phone to your computer with a USB cable or bluetooth, and then upload and email the video file via for example, <https://sprend.com> or <https://wettransfer.com/>

If you need to pause the recording between two questions / points, several clips are formed, which you then will have to send separately.

Look through the video before you send it so that you are happy with the content and so you know that the sound and light has been working well.

Annex 4: GANTT-chart

As you have seen in this document, running a campaign requires planning. We recommend that you, together with your team, map out the important deadlines and when certain things need to happen on your way to the elections. There are several project and time management tools to use, one of them is the GANTT-chart. Simply set up an excel-sheet and start listing and clustering your campaign activities, then mark what week or month this needs to happen. Below is an example of a Gantt chart including some possible activities:

			January	February	March
Goal 1	Setting up your campaign team	Lead			
	First planning session		■		
	Support and communication within NS		■		
Goal 2	Outreach and announcements				
	Network of friends identified		■		
	Strong regional voices identified			■	
	Outreach to networks			■	
Goal 3	Messaging and statements				
	Core message completed			■	
	Candidature announced				■
Goal 4	Financing assured				