



**Liverpool
Guild of
Students**

*Student
Officer
Elections*

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Public Speaking and Canvassing Tips

Face to face interactions with students are the most effective way to get votes. Consider these points, both when giving short speeches in lectures and when speaking to students about your campaign one on one or in small groups (canvassing).

Say your name, then say it again!

People learn by repetition, your name is the most important thing to get across so that it can be easily recalled when students come to cast their vote.

What is an officer?

Some students may not be aware of how the Guild works, the officer team or the elections so be prepared to give them some background information.

Keep it snappy.

Be efficient at getting your message across, aim to speak for no more than 2 minutes. If you get someone chatty, try to find a natural conclusion to the conversation so you can move on, without seeming rude...

Practise make perfect.

Rehearse a short speech and one on one exchanges with your friends and campaign team members. Yes, it's embarrassing, but you'll be a well oiled canvassing machine by the time it gets to election week.

Public Speaking and Canvassing Tips

Feel confident that what you are saying is important to students, your ideas could directly impact them! If students aren't being responsive, remember that every 5 'no's you get, the next one could be a vote for you.

Try to avoid 'yes' or 'no' questions

Rather than saying 'Have you voted yet?' Encourage students to stop and think. Ask them questions, show you're interested in what they care about and relate their issues to your campaign.

Use our statistics

If you're at a society event you could say, 'only 20% of the bobble hat society have voted so far.' Our turnout is usually 20-30% of the student body each year, 'Less than 1 in 3 students have voted, are you sure you have cast yours?'

Remind students of the Single Transferable Vote

Be efficient at getting your message across, aim to speak for no more than 2 minutes. If you get someone chatty, try to find a natural conclusion to the conversation so you can move on, without seeming rude...

Don't forget to be yourself!