



EMPOWERING
FIJI'S
WOMEN
IN POLITICS



Campaign Strategy Builder

USER GUIDE

EFWIP Candidate Hub

*A practical guide to planning and
using your campaign strategy*

Funded by

misereor
GEMEINSAM GLOBAL GERECHT

Implemented by

cdd
Centre for
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How to Use the Campaign Strategy Builder

The Campaign Strategy Builder helps you turn your ideas, resources and political objectives into a practical campaign plan. It will guide you through seven short sections and generate a personalised strategy at the end.



Allow approximately 30 to 45 minutes to complete the tool properly. For the best results, answer each question honestly and use realistic figures.



Before you begin

It will help to have the following information available:

- Your proposed personal vote target
- An estimate of your existing supporters
- The number of weeks available for campaigning
- Your weekly campaign budget
- The number of reliable volunteers available
- Your main strengths, weaknesses and priority issues
- The voter groups and communities you can realistically reach



You may use estimates where exact information is unavailable. The tool will help you identify which assumptions require further research.

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Step 1: Campaign foundations

Enter the basic details of your campaign, including:

- Candidate name and political party
- Election or office being contested
- Expected election date
- Number of weeks available
- Personal vote target
- Estimated committed support
- Available candidate time, volunteers and budget

The tool will calculate:

- How many additional votes you need
- How many meaningful voter contacts may be required
- Your suggested weekly voter-contact target



Use cautious estimates. A plan based on unrealistic support or conversion rates may give misleading results.



Step 2: Strategic position

Assess your campaign honestly by describing:

- Your strongest qualifications and assets
- Your weaknesses and vulnerabilities
- Your best political opportunity
- Your greatest campaign risk
- The evidence supporting your assumptions



Consider how voters and competing candidates may view you, not only how you view yourself.



Do not ignore weaknesses. Identifying them early allows your campaign to prepare an appropriate response.

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Step 3: Priority voter groups

Add the voter groups, professional networks, communities or geographic areas that you may be able to reach.

For each group, estimate:

- The number of reachable voters
- Their likelihood of supporting you
- Their likelihood of voting
- How easily your campaign can reach them
- Why they may respond positively to your candidacy



The tool will rank the groups and identify your strongest persuasion priorities.



Focus on groups that are large enough to matter, reasonably accessible and connected to your experience, issues or relationships.



Do not enter individual voter names, phone numbers, addresses or confidential political preferences.



Step 4: Priority issues

Enter the issues you are considering for your campaign.

Score each issue according to:

- How important it is to voters
- Your credibility on the issue
- How clearly your position differs from other candidates

The tool will identify which issues should become:

- Core campaign issues
- Supporting issues
- Lower-priority issues
- Strategically risky issues



Your campaign should normally concentrate on two or three major issues. Trying to campaign on every issue can weaken your message.



Step 5: Campaign message

Answer the following questions:

- Why are you running?
- What central problem are voters facing?
- What will you do about it?
- Why should voters trust you?
- What makes your candidacy different?
- What short slogan may summarise your campaign?

Select Build campaign message to generate:

- A core campaign message
- A short voter introduction
- A message-quality assessment



Review the generated message carefully. Edit your answers until the message is accurate, credible, understandable and consistent with your personal record.



The generated wording is a starting point. It should sound natural when spoken in your own voice.

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Step 6: Voter-contact plan

Select the methods your campaign is likely to use, such as:

- Door-to-door conversations
- Small community meetings
- Phone or WhatsApp outreach
- Social-media videos
- Media interviews
- Targeted literature
- Endorsements
- Radio or paid advertising



For each selected method, enter realistic estimates for:

- Weekly voter contacts
- Weekly cost
- Volunteers required
- Candidate time required



The tool will compare the proposed activities with your available budget, time and volunteers.



Do not select every method. Choose a combination that your campaign can carry out consistently and effectively.



Step 7: Generate your strategy

Review the tool's assessment of:

- Information completed
- Operational feasibility
- Overall campaign readiness



Select ***Generate my campaign strategy*** to produce your personalised plan.

The final plan will include:

- Strategic objective
- Path to the vote target
- Campaign strengths and risks
- Priority voter groups
- Priority campaign issues
- Core message
- Voter-contact programme
- Campaign phases
- Immediate 30-day action plan
- Weekly performance indicators



Saving your strategy

Select **Print** or **save as PDF** after generating the final plan.

On most computers:

1. Choose the print option.
2. Select **Save as PDF** instead of a printer.
3. Save the document to your preferred folder.



The current tool does not create a permanent candidate account or automatically store your strategy. Do not refresh or close the page before saving your final plan, as the information entered may be lost.



How to use the final plan

The generated strategy should become a working campaign document.

Review it regularly with your campaign manager or core team and update it when:

- New political information becomes available
- Your available budget changes
- Volunteer numbers increase or decline
- Voter feedback challenges your assumptions
- The election date or legal timetable is confirmed
- Campaign activities are not producing the expected results

Hold a short weekly strategy review to compare your targets with actual progress.



Important notice

This tool provides campaign-planning guidance. It does not guarantee electoral success and does not provide legal advice.

Candidates remain responsible for ensuring that all campaign activities, expenditure, fundraising, advertising, disclosures and voter communication comply with Fiji's electoral laws, political party rules and any instructions issued by the relevant electoral authorities.