

PROGRAM RESOURCE

# CAMPAIGNING AS A WOMAN

PROMOTING EQUALITY & PARTICIPATION OF  
WOMEN IN POLITICS & DECISION-MAKING

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PRODUCED IN PARTNERSHIP WITH  
BOUGAINVILLE WOMEN'S FEDERATION

**IWDA** INTERNATIONAL  
WOMEN'S  
DEVELOPMENT  
AGENCY

"There must be more women up there in Parliament. There must be others standing. Especially young women. We want more women to stand."  
2015 Candidate Debrief Participant

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# ABOUT THIS PUBLICATION

This publication is one of a series of tools and publications about women in politics supported by IWDA through the FLOW (Funding Leadership and Opportunities for Women) program, funded by the Ministry of Foreign Affairs of the Netherlands.

It is the result of a Candidate Debriefing Workshop conducted with women who stood for election in the Autonomous Region of Bougainville general election in May-June 2015.

The workshop was organised by the Bougainville Women's Federation and funded by International Women's Development Agency, with the support of the Ministry of Foreign Affairs of the Netherlands, in August 2015.

The 2015 Bougainville General Election was significant for women's political participation in Bougainville. It was only the third election to be held in Bougainville, and represented the greatest number of women candidates ever to stand.

35 women contested, including 12 women who ran against men in open seats (the other 23 standing in the three seats reserved for women in the Bougainville House of Representatives). This election was also the first where a woman, Josephine Getsi, won in an open seat, bringing women's political representation in the House of Representatives to 10%. Several other women ran strong campaigns and learned much about what it takes to succeed in an election.

The Candidate Debriefing Workshop gave women candidates the opportunity to talk about their experiences and their learnings from the 2015 Bougainville General Election campaign.

*Campaigning as a Woman* focusses on the areas these candidates suggested as important for women to know in order to run effective campaigns.

It draws on the candidate experiences to illustrate lessons, challenges, and strategies for overcoming them. It includes comments from candidates who attended the Debriefing Workshop, and case studies telling the campaign stories of five of the women candidates:

Josephine Getsi

Rose Pihei

Joan Nenoari

Patricia Kapapal

Agnes Titus

It is hoped that women candidates in future Bougainville elections will find *Campaigning as a Women* a useful resource to help them to put in place their own winning campaign strategies and plans.

Most photos used in this publication were taken at a FLOW Workshop in Cairns in October 2015. BWF took part in this workshop along with other IWDA FLOW partners.

## ABOUT THE AUTHOR

Leonie Morgan wrote this publication and she also facilitated the 2015 Bougainville Women's Federation Candidate Debrief. Leonie wants to see more women in leadership positions.

Over the past 20 years she has developed candidate information kits and training programs and facilitated candidate debriefs in Australia, in Fiji, and now in Bougainville.

# INTERNATIONAL WOMEN'S DEVELOPMENT AGENCY (IWDA)

## IDENTITY

IWDA is the leading Australian agency entirely focussed on women's rights and gender equality in the Asia Pacific region. We are international, feminist and independent.

## VISION

IWDA's vision is for a world where every woman and man, girl and boy has equal rights and opportunities.

## MISSION

IWDA partners with others in the Asia Pacific region to advance women's human rights. We stand up for women and girls by tackling issues of power, money and security.

## VALUES

Feminist  
Accountable  
Collaborative  
Transformative

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# MESSAGE FROM THE BOUGAINVILLE WOMEN'S FEDERATION

*Campaigning as a Woman* is a very important tool to enable women to strategise, plan ahead and prepare themselves for future elections. The Bougainville Women's Federation (BWF) is an umbrella organisation and a representative body for the women of Bougainville. It includes 13 districts and two urban women's federations.

BWF promotes and co-ordinates women's groups to maintain the spirit of friendship and partnership with women and the community in peace building and reconciliation.

BWF represents women and their concerns and advocates for their economic empowerment and development through projects that aim to reduce poverty in families in Bougainville.

BWF works towards the empowerment of women, ensuring that women's voices are heard in decision making at all levels of society. BWF ensures and endorses the representation of women in politics and in decision making bodies in government, non-government organizations and the private sectors.

We believe that getting more women to stand for election enables them to participate in decision making as equal partners with their men folk. Women are particularly responsible for issues affecting their family's daily lives and that of their communities. Women have been in the forefront negotiating peace and can do the same in preparing for the coming referendum and most importantly setting legislation and policies.

In September 2014 at the Asitavi Annual General Meeting, women resolved to prepare and participate in the 2015 ABG General Election. In November 2014 to prepare women candidates for the election, BWF was supported by Canadian Government Funding to run three Regional Forums, two mock parliament sessions and one leadership training session. These activities were core funded by International Women's Development Agency (IWDA). The United Nations Development Program (UNDP) also supported women's campaigns including printing of candidate posters.

Following the General Election, in August 2015, BWF held a Candidate Debriefing Workshop. The Workshop was funded by IWDA and brought together the candidates to talk about what worked in the campaign and what might be improved for the future. *Campaigning as a Woman* is based on their ideas.

BWF young women leaders will also benefit from the publication as it will help them to prepare for future leadership opportunities.

Barbara Tanne  
Executive Director  
Bougainville Women's Federation

Barbara Tanne, Executive Director of Bougainville Women's Federation. Photo: Marta Jasinska



# THE IMPORTANCE OF CONTINUOUS CAMPAIGNING

**“Continuous campaign starts now.”**

2015 Debrief Participant

Making the decision to stand for election – to become involved in ‘politics’, whether as President of your local women’s association or community group, a member of the Council of Elders, or as a member of the House of Representatives, is a big decision.

Standing for election is exciting, but experience shows that you will not get elected unless you put a great deal of time and effort in.

The experience of the women standing in the 2015 Bougainville General Election campaign shows that standing for election takes time and it does take money.

Each of the women candidates called on their family, their clan and their community for support – they found they needed someone to be around to boost them up when they felt tired or when they were being unfairly criticised – and they needed lots of support to help them with the hard task of continuous campaigning.

You will need this too - because when you decide to stand for election you are already on the campaign trail – you will be continuously campaigning.

**“Continuously campaign – and early. Provide services before the campaign. Get involved in the community.”**

2015 Debrief Participant

So how do you work out if you want to begin your continuous campaign? Well the first step is to decide whether you really do want to stand for election.

## REASONS TO STAND FOR ELECTION

- You want to make a difference.
- You want to be a leader and to represent your community.
- You want to raise issues and do something about things that are important to your community.
- You know standing for election will be a valuable experience that will lead to personal development and increased profile in the community.
- You want to be a role model to your community – particularly a role model to other women.
- You want to gain community respect.

But there are also some negatives in putting yourself forward as a candidate:

- You might have to deal with sexism - for example some people might say that only men should be Members of Parliament.
- It will take a lot of time and money.
- People will say things about you – some of these things might not be so good.
- Some members of your community might be jealous and you’ll have to deal with this.
- Some people might have unrealistic expectations of what you can do for them.
- You will have to be part of processes you don’t always agree with. For example, you might be running against other members of your own clan.
- You might be stereotyped. For example, people might say that because you are woman you must stand in one of the reserved seats or they might think that you are only campaigning for women and young people, rather than seeking to represent the whole community.

After weighing up the positives and negatives of standing for election, also give some thought to what standing for election might mean for your family and your life.

Your 100 percent commitment to being elected will impact on the time you can give to your family, your friends and your community, as well as the time you might have for any other activities.

Take some time to work out how standing for election might impact on all of these other areas of your life too.

Remember that the campaign is not forever – but you will always need your family and friends.

When you do make up your mind that you want to stand – even though you might not be in the ‘official campaign period’ – you need to start to raise your profile. You need to begin the continuous campaign.

### How do you do this?

- Develop a campaign plan so that you can make every day of your campaign count
- Come up with a clear message so that everyone knows what you stand for
- Gather your network of supporters to help you spread your message
- Fundraise and follow a budget so you can pay for all your campaign expenses

## CASE STUDY: CONTINUOUS CAMPAIGNING

**Minister Getsi broke down lots of barriers. She was the first woman 2015 Bougainville General Election candidate in the Peit Open Constituency to win an open seat and was elected ahead of 11 male candidates. She tells how she went about her continuous campaign.**

Campaigning should be a normal part of life. Don't wait for the five week official campaign period. Get out there, show people you are interested in them. Tell them what you can already do for them.

I decided to stand for election because I wanted to represent my community. This was my first election campaign and I stood against 11 men. I was the only woman but I was a school principal and I had been in charge of men. This job gave me the confidence to compete against men. People respected me because I had been a teacher.

I stood as a member of the New Bougainville Party. The Party helped me with campaign materials and supported me. I campaigned on good leadership, raising the living standards and peace and reconciliation.

My campaign committee was very important to me. There were two men and one woman and although they had not campaigned before they did a very good job. We did some training on the Limited Preferential Voting system and I really understood it and was able to use it. When we went around our team said to the constituents that if they gave their candidates a one, then they should give me a two or a three. This worked and I won on elimination.

We had a campaign plan and we varied the campaign according to each community we were campaigning in. We knew the communities really well. After every campaign in a village we evaluated the campaign and how I performed and we changed things as we needed to. I think this was very important.

We didn't have a lot of volunteers and I thought money would be a big issue. Other candidates had lots of money but I found that I didn't need a lot of money for the campaign. I only provided money for lunch for my campaign workers and the Party paid for some other things.

As I already had a truck, transport also wasn't an issue.

I tried to team up with other candidates but I found that most of the other candidates didn't want to work together. There was only one who was interested.

I tried to get votes from both women and men but I always focussed on the women first. The men often asked me why I didn't stand for the women's seat. I told them it was because I wanted to serve my own community.

My seat was always thought of as a man's seat. It was only for men. I tried to convince people that the seat is not only for men. It's for women too. This was a real challenge.

In the past it was always men who were leaders. But I think women have better experience as leaders because as mothers in the home they must be good managers. I feel that with the experience in managing a family, women have a great ability and capability to lead.

If I stand next time I will prepare earlier. My advice to other women is: if you want to stand for election in 2020, then you need to start thinking about it now. Campaigning should be a normal part of life. Don't wait for the five week official campaign period. Get out there, show people you are interested in them. Tell them what you can already do for them.



### Advice to Other Women

- You must be confident
- You need to be able to present yourself well
- Evaluation is very important and your campaign strategy is very important too

I enjoy being in Parliament very much. I am encouraged to stand again and I especially try to encourage the young ones to go into politics. I believe men and women should lead together.



# DEVELOPING A WINNING CAMPAIGN PLAN

“Work out your strategy - the big picture - plan and write it down.”

2015 Debrief Participant

Once you have made the decision to stand for election – the first thing to do in beginning your continuous campaigning is to start planning.

It is time to develop a campaign plan – a time frame outlining what needs to be done, who’s going to do it and when it’s going to be done. And to write this down.

Most of the women who came to the women candidate debrief estimated they spent from five weeks to three months on their 2015 General Election campaign.

But they said that from this campaigning experience, they had now learnt the importance of starting earlier.

When they campaign again, they will start planning up to 12 months before the election, even if they don’t tell people they are standing until much later.

They also talked about the importance of a campaign plan.

“Plan and organise your campaign.”

2015 Debrief Participant

Your campaign plan should include the following headings:

**Campaign organisation:** include who will be on your campaign committee, your campaign manager and the names of your campaign team.

**Research:** find out the rules for the election, what issues are of concern to your voters and who might be or will be standing against you.

**Money:** how much money do you have, how much do you need and how will you raise the difference.

**Profile building:** work out how you will let voters know who you are and why they should vote for you.

**Targeting:** work out which voters are most likely to vote for you and who do you need to persuade.

**Message:** determine what do you stand for, what you will say to win over those voters, particularly those you think may have not yet decided who they will vote for.

**Delivery of your message:** how you will tell the voters about your message and what you stand for i.e. go house to house, use the media or work with non-government organisations.

**Votes on Election day:** decide on how you are going to ensure people vote for you on election day, who will you get to observe the voting and counting and how will you ensure the security of yourself and your votes.

Write down these campaign headings. Make them into a checklist. Tick off what you already have in place and write down the answers to what you already know.

This will help you work out what you don’t yet have answers for, consider these questions, write down the answers and all of this will form your Campaign Plan.

**When you have written down your campaign plan, it should answer the following questions:**

- What needs to be done to win the election?
- Who will do the work to win the election?
- When will the work take place?
- How much will it cost to run a winning campaign?
- Is the work necessary for us to win?

A good campaign plan makes every day of your continuous campaign count.

## CASE STUDY: THE IMPORTANCE OF PLANNING

Rose Pihei is the former Minister for Community Development & Women's Affairs, Arts, Culture & Tourism and Health. Rose Pihei who stood in the South Region Women's Seat knows from hard experience how important a campaign plan is - and how important it is to start planning early.

My experience shows that successful candidates do actually start campaigning activities well before the campaign period. Therefore, my judgement is that two years prior to the actual campaign period is the best time to start preparing for the campaign.

I had a lot of confidence that I would win the 2015 election. However as I observed the counting process, half way through I knew the results of votes would not favour me. There and then I started planning for my next move where I could effectively achieve my goal to see many more women rise into leadership. My first thought was to come into the leadership of the Bougainville Women's Federation which was where I had been before entering the political arena.

At the 2015 Annual General Meeting, I was elected President of the Bougainville Women's Federation. As leaders, I think we can achieve our vision in many different ways. Losing the General Election only meant that I would place myself in another strategic location to continue to serve women, and create opportunities to bring the best out of their dormant potential. I continue to feel proud of the achievements I made in my five year term in the political arena.

Regardless of the General Election outcome, I still say that I had the most powerful campaign team. During the campaign period, the team picked up that people were campaigning against us. A high speed campaign strategy was planned, however this was hindered by lack of funds. My campaign team consisted of 2010 campaign team members and new ones as well.

My 2010 campaign was done mostly on foot and hitch hiking. However, in the 2015 election, I had support from my sons: one supported me with a vehicle, the other one as a driver.

The campaign was a good time to listen and talk to people. Campaigning is the best time to disseminate vital information about government and civil society work to the community.

My political future at this stage it is still unclear. Maybe one term in the political arena is enough for me to observe and know the type of leadership we must produce to push into the political arena. "MAYBE". Maybe one term was all that I needed to experience and see the world of politics.



Rose Pihei, President of BWF and former Minister for Community Development & Women's Affairs. Photo: Marta Jasinska

In 2020 too, I hope we will have more women leaders who will contest the regional seats for women. We should make way for them. My desire is to mould and shape more women into effective leaders at all levels to contribute equally and fairly to nation building. I know politics is not the only way to achieve this goal.

At this point in time when Bougainville is in transition to its political future, it is most critical to prepare tomorrow's leaders to suit the times and the level of government Bougainville will attain. Whether it will be Independence or Full Autonomy, the critical issue will be the leadership capacity that will contain the changes that will be taking place.

We need more women in not just the political arena, but also in senior positions in the government departments. Bougainville needs to be nurtured. It needs the mother's heart to really nurture Bougainville. It's the biggest challenge I see for all citizens of Bougainville.

# YOUR CAMPAIGN TEAM

**“So many brothers, sisters, wives, husbands, uncles and aunties came to help.”**

2015 Debrief Participant

You can't run the campaign by yourself – even if you would like to. A good campaign is more than one person can handle.

The women who stood in the 2015 General Election campaign found that setting up a good campaign team was essential to winning. Set up your campaign team as soon as possible. They will be very important in getting you elected.

Choose people who:

- Are loyal to you and who want to see you elected
- Are quick at picking up new skills such as fundraising for the campaign
- Have campaigned before

All of the candidates who attended the Debrief emphasised how important their family, friends, clan and others were to encouraging them to run for election and in providing support for them through their campaign.

**“I had support from male candidates and Chiefs.”**

**“My people were very encouraging and supportive.”**

**“My family gave me support in terms of transport, finance and justice.”**

The most important person in the campaign team is your Campaign Manager.

Your Campaign Manager is responsible for running your campaign – putting you in touch with voters, organising rallies and meetings, coordinating fundraising and managing your campaign budget properly so you are not spending more than your budget allows. Make sure you choose the right person.

## Choose a campaign manager who:

- You can work well with
- You feel confident with and someone who can organise events
- Is honest, hard-working and reliable – they need to be with you every step of the way
- Is a good listener and can make quick but sensible decisions
- You feel confident will be able to represent you and speak on your behalf
- Can organise transport and other logistics – leaving you with the time and energy to be out there meeting the voters

Your Campaign Manager might be a member of your family, a close friend, a clan member or, if you are standing as a member of a political party, a colleague from the party. But the main thing is, you really need to be able to trust them.

You'll also need a campaign team to support you. They might be members of your family, your friends, your clan, or if you are standing as part of a political party – they'll be members of the party.

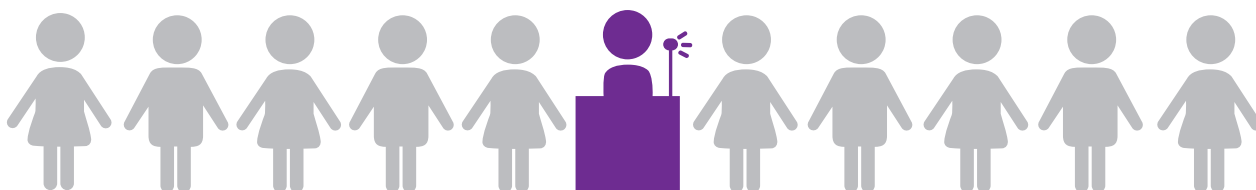
Their job is to convince votes to give you their vote, so your campaign team need to be reliable and trustworthy.

As voters agree to give you their support, ask them to be part of your campaign team – a strong campaign network makes you a stronger candidate.

Always remember that the purpose of any election campaign is to get people to vote for you on polling day. You will need to work very hard and you can't succeed on your own. You'll need lots of support from your network.

**“Make others aware you are standing and the women in the villages will know you are a leader. Meet with women's clubs, groups and clan.”**

2015 Debrief Participant



## CASE STUDY: THE IMPORTANCE OF A STRONG WOMEN'S NETWORK

Joan Nenoari stood for the Bolave Open Constituency in 2015. She emphasises the importance of her strong women's network in supporting her campaign - and she hopes they will do this again. Read about Joan's experience in the campaign and how her campaign network really helped her.

You must have a strong women's network. I planned my network and next time I will bring these women back again and they will be my strongest supporters.

I decided to run in the 2015 elections because I wanted to address women's issues at the political arena. Between 2010 and 2015 I worked for Minister Rose Pihei. She was given three different portfolios during her term in the political office. Firstly, she was the Minister for Community Development & Women's Affairs, secondly Minister for Arts Culture & Tourism, and finally Minister for Health.

As Rose's adviser I could see that more work needed to be done for the women and I thought that I could do it. My biggest challenge was that in all the elections conducted in Bougainville, be it National or Autonomous Bougainville Government (ABG) elections, a majority of voters are always women, but they are always given the least attention. For that reason, I decided to contest, with the intention to give priority to women's issues in my constituency which has been dominated by men for so long.

I campaigned in 2010 for Rose but that was different as I wasn't a candidate - I wasn't campaigning for myself.

In preparation for the 2015 election I attended all the Bougainville Women's Federation preparatory workshops and that's where I got the confidence to contest the election.

I found the most useful information in the workshops was how I could go about planning my campaign. During the workshops I practiced making speeches, and after practice I felt really confident to speak in public.

The most useful thing for me in preparation for running for election was my past job experience as an officer to a Member of Parliament. I felt very confident during my campaign. I had the knowledge and strong passion that I would provide the best for the women in my Constituency. Among the eight candidates in my seat, I was the only one who could answer the questions about how Parliament works. I got really good feedback.

All the other candidates and their committees said that the Bolave Open Seat was for men only. They said I should stand in a woman's seat. That is why many women voters supported male candidates. But I didn't take notice and kept on campaigning.

I learned one thing during this campaign. I had only women on my campaign committee and although they were very effective, next time I will include some men. I think I will have one team of men and one of women. The men have told me that they will walk around with me, telling other men that I can do things for them and getting them to vote for me. I will team up with men and attract more male voters who will support women.

The most important thing is women should support each other. We need to work in close consultation with the BWF.

### Advice to Other Women

- You must have a strong women's network, they will be your strongest supporters.
- You need to raise lots of money for the campaign in order to visit all the villages in the constituency - start fundraising now!
- Begin supporting women in small ways. When you stand they will say this lady provides help. People need to see what you can do for them.

# COMMUNICATE YOUR MESSAGE

**“We had a well-structured campaign speech and message – ‘Women can change Bougainville’. People listened and they believed what we were saying was the truth.”**

2015 Debrief Participant

If you want to be elected you need a clear message. Your message is what you want the voters to remember about you when they come to vote. It’s about what you believe in and what you are going to achieve when you are elected. It sets out the reason why voters should support your campaign and vote for you. It needs to be clear and concise – and it needs to be repeated!

Many of the women who ran in the 2015 General Election used the slogan ‘Women can change Bougainville.’

They felt that this was a really powerful way of getting their message out. It told voters what they were going to do if they were elected – they were going to change Bougainville for the better!

They used this message in many different kinds of communication – in speeches, at village meetings, on posters and on T-shirts.

Their supporters also used this message to persuade others to vote for the women.

Your campaign message will need to be adapted depending on where you are using it, how you are using it, and of course, how much time you have to communicate it.

When you are speaking at village meetings or with small groups, your message should be included in your speech. Use stories and personal examples, and repeat your message many times in different ways.

For example: If you were using the slogan ‘Women can change Bougainville’, you might explain what positive changes you may have already made in your work in the community and what other changes you want to make when you are elected.

The main thing is to personalise the message and to repeat it.

When you or your supporters are speaking face to face with individual voters, you need to be able to give your message in ninety seconds.

Your goal is always to give voters reasons to vote for you, rather than for your opponents, and you also want to motivate the voters to get out and vote – or to persuade others to vote for you.

## Remember that a good campaign message:

- Is clear and can be easily understood.
- Is concise and easy to remember. Everyone who works on your campaign must know it well and say it often.
- Creates a contrast between you and the other candidates. Even if you don’t mention your opponents by name, every time you speak you are saying something about them. For example, when you say that you ‘stand for better health services’ you imply that your opponents do not.
- Is persuasive. Your message must convince the voters.

## CASE STUDY: POLITICS IS ABOUT POWER

**Patricia Kapapal was a 2015 Bougainville General Election candidate in the North Bougainville Women’s Reserved Seat and Secretary BWF Executive Board.**

**When Patricia Kapapal stood as a candidate in the North Bougainville Women’s Reserved Seat, she felt that her campaign message was key to her election campaign.**

**Patricia talks about her campaign and what was most important, the difference standing for election made to her life.**

I stood for election on three platforms. I wanted women to fully participate in the peace and reconciliation process because women weren’t involved enough in the small discussions or in the events. In our matrilineal society, women hold stronger status and powers to inheriting the land, and during the crisis this value and respect for women was destroyed. I wanted this standing to come back into women’s lives in Bougainville.

I also wanted to emphasise women’s financial independence. A lot of women source money for their families through illegal ways rather than legal ways. I wanted to encourage women to access other options where they could source money. I also wanted women to get money management skills.



Finally in Bougainville there are a lot of women's organisations. Women want to get involved. I wanted to use the power from being in a leadership position to get women's groups to involve other women in smaller groups.

I participated in the Bougainville Women's Federation training workshops before the election. I was the Speaker in the Mock Parliament and this experience was very useful. It made me feel empowered. I developed my campaign message and I promoted the BWF in the villages.

The most useful thing I did to win votes at the election was to set up a network before the actual election campaign. I contacted my ex-comrades, families, friends, the ex-combatants and my church groups - people who had already recognised I was a leader.

I think my network was my best campaigning tool. They worked very effectively for me.

If any constituents didn't see or meet me, they certainly heard stories about me through my network.

Logistics like vehicle hire were very costly for me and I've already started thinking of fundraising for my next campaign. I'm looking at different ways to do this. I'm going to set a target and start saving to hit my target by 2020.

My logistics will be better organised next time and I think that if I raise more money, this will really help. Although I am hoping that with more organisation and planning, it will be cheaper to run in 2020.

My campaign taught me to speak out to get louder, get harder and get stronger. Politics is about power and I'm a much stronger person now. I'm someone different now. I'm a leader now.



I've also had to learn to sit quietly and think and analyse because my words now carry a lot more weight.

My advice to other women who are thinking of running in 2020 is for women to work together and not fight like we fought in this campaign.

I would hope that in 2020 women who intend to run will run with sisterhood in their heart and that it will be a clean, transparent campaign.

Field researchers Agnes Takai and Genevieve Kouro. Chabai Bougainville YWL research data analysis training, September 2014. Photo: Richard Eves



# RAISING FUNDS AND YOUR CAMPAIGN BUDGET

**“Got a little expensive. Start raising funds now for 2020.”**

2015 Debrief Participant

Before you begin to campaign you will need to work out how much money you need to spend to run your campaign (campaign expenditure), how much money you have to spend, and how much you hope to raise (campaign income). Ideally, your income and expenditure will be equal. And your campaign plan will include the detail.

Many of the women who stood in the 2015 General Election said that they did not have any other source of funding apart from their own money and that of their family. After the election some found that they felt they were in debt to their family and in some cases their friends. If you are creative about how you raise your campaign funds you will be able to minimise the amount of debt you have at the end of the campaign.

Before you begin to raise money you need to check the electoral rules to find out who can and cannot contribute funds to your campaign. In most countries candidates can receive donations from individuals (both in country and living overseas) and from businesses and non-government organisations. For example, when you read the case study story, at the end of this section you will see how Agnes Titus raised some of her campaign funds through crowd sourcing from Australia. Make sure that before you start, you do check the electoral rules though, as rules around fundraising may change from election to election.

There are several ways you could raise funds. You or one of your supporters might host a dinner, a lunch or a small get together in their house or their village and charge people a small amount to attend or ask for donations to your campaign on the day. Movie nights, guest speakers or trivia nights might also raise funds for you.

Asking individuals for donations is another way to fund your campaign.

Most of the women who came along to the Debrief said they had not asked for donations to fund their campaigns but enjoyed the opportunity to role play this – we called this ‘making the ask’. And they thought they would do this next time.

**“The most important idea is about fundraising. Mind you, it’s not in our culture to ask. But I think we’ll break through that barrier.”**

2015 Debrief participant

## So how do you ‘make the ask’?

- Establish a rapport with the potential donor. Acknowledge who they are and how you know them.
- Deliver a customised fundraising message. Work out beforehand why they might give to your campaign and tailor your message to this.
- Demonstrate that you have good campaign. Use your campaign plan, endorsements or media coverage to show your campaign is well planned and is working.
- Tell them how their contribution will be used. They want to know their contribution will be helpful to your campaign.
- Ask for a specific amount and specify when you need it.
- Listen and wait – if they agree to donate, thank them and arrange to collect their contribution. If they say no ask why – you might have asked for too much so negotiate down or they may not be ready to donate. Let them know you’ll keep them informed of the campaign and that you will ask again.
- After you receive the donation, immediately send them a hand written thank you note or you might want to thank them personally – and keep them informed of the progress of your campaign – they might want to give again!

Before you ‘make the ask’ make sure you are complying with all the electoral rules regarding donors and donations and also record all donations and their source and keep copies of receipts.

Many small donations can add up to as much as a few large ones and may be easier to get. ‘Crowd funding’ is based on this principle.

## CASE STUDY: RAISING FUNDS THROUGH CROWD FUNDING

Agnes Titus was a 2015 Bougainville General Election candidate in the Nissan Open Constituency.

When Agnes Titus stood as a candidate in the in the Nissan Open Constituency, she used crowd funding to raise funds for her campaign. Read Agnes's story below about how she used crowd funding very effectively in her campaign.

I come from Nissan Island which is four or five hours by dinghy from Buka. During the conflict all services were demolished and because my island was so remote women were particularly disadvantaged. Women's health was a major problem. If there's an emergency there's so far to come and women die on the way. Health - women's and children's health was on the top of the list for my campaign.

I wanted to make it better for women and that's what I told everyone during the campaign. I felt they understood but when it came to the vote, not enough voters voted for me.

I had campaigned before during the provincial government in the 70s. I came third that time but in that campaign I didn't cover the whole electorate. I thought I would try again in 2015 and I thought I would do better this time.

I had an inclusive campaign team of both women and men and every day we had at least 25 men and women campaigning. We were very organised in our campaigning.

Before each village meeting my campaign workers sat around and talked to all the people. My campaign manager then introduced me, I spoke on my campaign points and then my campaign manager recapped on the important points in summary at the end. Then two women

came in. They were leaders at the parish level. One appealed to the women and the other woman appealed to the men.

My campaign material said 'Nissan deserves the best' and I had a very large campaign banner which included this slogan. And I had a T-shirts which said 'Vote 1 Agnes Titus, Nissan deserves the best.' I had five dozen of these T-shirts but I realised as the campaign went on that I needed many more so people across the different villages could be seen in them. My campaign workers wore them every day and I asked them to run from house to house in the villages, so people could see the T-shirts.

A friend from Australia set up a web page to raise money for my campaign from contacts in Australia through crowd funding. He knew me and had a lot of confidence in me. He put in some background information about me and then people donated money. He raised 4000 kina through the web page. This helped a lot with my fuel and other costs for all the travel. There was lots of boat travel needed on the island and we travelled continually for the four weeks of the campaign.

If I had won I had planned to have a big feast to thank people for their support. I did organise a small gathering of the core group of supporters after the polling. I think this was very important.

If I ran again I don't think I would change anything because I believe in people getting the right information and addressing the issues that are important to them.

I am now actively encouraging young women to run for local level government. I will continue to mentor them and I will continue to advocate for more women in Parliament.

I believe it's women who really see the issues that are effecting the women in the community.



Barbara Tanne Executive Director of BWF and Agnes Titus who contested in the Open Seat of Nissan during the 2015 ABG election



Agnes Titus, 2015 Bougainville General Election Candidate.  
Photos: Marta Jasinska



# OTHER USEFUL RESOURCES

## **Pacific Women In Politics**

**<http://www.pacwip.org/>**

The website includes a very good guide to campaigning as well as a step by step guide to campaign planning, which have been developed for women contesting PNG local government elections. Look under the resources section.

## **Pacific Island Forum Secretariat (PIFS)**

**[http://www.forumsec.org/resources/uploads/attachments/documents/A\\_Guide\\_to\\_Campaigning\\_for\\_Pacific\\_Women\\_-\\_FINAL1.pdf](http://www.forumsec.org/resources/uploads/attachments/documents/A_Guide_to_Campaigning_for_Pacific_Women_-_FINAL1.pdf)**

PIFS integrates gender into all its programs and works with other agencies on women in politics projects. The "Guide to Campaigning for Pacific Women" is a useful resource.

## **Fiji Women's Forum – Women in Politics Handbook**

**<http://pacificwomen.org/resources/research/women-in-politics-campaign-handbook-2/>**

This handbook was prepared as a resource for the Candidate Capacity Strengthening Workshop organised by the Fiji Women's Forum in June 2014. The aim of the Handbook was to assist women candidates to campaign effectively for the September 2014 Fiji election.

## **International Knowledge Network of Women in Politics (iKNOW Politics)**

**<http://iknowpolitics.org/>**

The International Knowledge Network of Women in Politics (iKNOW Politics) is an online workspace to help elected officials, candidates, political party leaders and members, researchers, students and other practitioners interested in advancing women in politics.

# YOUR NOTES HERE

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