Casting interest us that **in-person campaigning is the most effective way of raising students’ awareness of the elections and canvassing votes.** However, it can also be intimidating, especially if you haven’t campaigned before or are naturally more of an introvert.

The important thing to remember is that every conversation – no matter how short – helps, and the more you do in-person campaigning the easier it will become.

There are three main types of in-person campaigning:

- **Flyering:** This generally involves standing in or walking around a space which has a high number of students in it and either handing out your flyers or engaging people in conversation. You can start with a simple question like “Have you heard about the Student Elections?” or “Have you voted in the Student Elections yet?” and if they seem interested, hand them a flyer and give them a short overview of who you are and what you’re standing for.

- **Lecture and seminar shout-outs:** It’s not possible to speak to every potential voter one-on-one, so many candidates – particularly for the Sabbatical Officer and School Representative positions – will do shout-outs at the beginning of lecture and tutorials. Like your posters, flyers, and manifesto, a good lecture shout-out is concise, persuasive, and includes all the key pieces of information. You can start by doing shout-outs in your own lectures and seminars, but if you want to reach a wider audience you can use the [University’s timetable browser](#) to find out the times and locations of other large classes. Remember to turn up at least five minutes before the class is supposed to start and ask the staff member’s permission to do your shout-out.

- **Door knocking:** Between 3-6pm on March 8th, and between 6:30-8:30pm from March 9th to March 12th, candidates and their campaign teams can door-knock at Pollock Halls and at other accommodation sites. This means that you can enter halls of residence and knock on doors in order to speak to students about your candidacy. The aim is to engage students – particularly first years who are most likely to vote in the Elections – in conversation about the elections, and persuade them to vote. Candidates can also canvas around Pollock Halls more generally, but you cannot canvas inside the John MacIntyre Conference Centre and you must stop at 10pm each day.

The key to all in-person campaigning is to **approach people confidently, be clear about what you want to say before you start speaking, and be natural** – a good interaction should feel like a genuine conversation about how Edinburgh could be a better place to live and study.

Be careful not to assume any prior knowledge when you’re speaking to people. Some students might not even be aware of the Students’ Association so it’s worth making sure you’re prepared to answer any questions they might have about the elections, the position you’re standing for, and how they can vote.

Focus on campaigning in areas where you know potential voters are likely to be. For University-wide roles like Sabbatical and Liberation Officers that could be anywhere on campus, but for School Representative roles you’ll want to focus on study and social spaces in your School buildings, as well as around big classes. You might also want to think about events which
potential voters might be likely to attend like society socials, sports matches, and events in your School.

If you’re feeling anxious about speaking to strangers don’t worry – try practicing conversations with your friends, and let them build you confidence before you start campaigning. You’ll perfect your pitch during the campaigning period so don’t let a couple of negative interactions get you down – if you’re no longer enjoying it, take a break or spend an hour on your social media campaign.

If you have any questions regarding in-person campaigning or the election more broadly, please email elections@eusa.ed.ac.uk and a staff member will be in touch as soon as possible.