



# TimeForRealChange for a members' union

## Publicity for your nomination

Thank you for nominating SGE election candidates committed to Real Change in UNISON.

This guide is designed to help you publicise your branch decision to nominate candidate/s to your members. Our campaign will be reliant on having secured nominations from some of the best-organised branches in the country, with the best activists, who can help us to push out the message to members.

Members need to know who our candidates are so they can identify them, and why they are different and worth voting for.

By using our organising skills and reaching out to members we can boost turnout in the branches where we have secured nominations for our candidates, and let members know about them and what they stand for, and why their leadership within our SGEs will make a positive difference to their lives.

## Statements

The rules permit you to tell your members why your branch has decided to nominate the candidate/s you have. **You cannot tell them to vote for them.**

You can tell your members why your branch has nominated them using a statement. This statement no longer has any word limit, so you can say what you need to, bearing in mind that 'War & Peace' is likely to be counterproductive.

You can write one statement per candidate or write a single statement for a group of candidates. It is up to you. You could 'mix and match' throughout the campaign, using a combination of single and group statements, as we do need you to tell your members a number of times about your branch nominations.

You can use this statement or statements as often as you like. Once you settle on a statement though and use it, you cannot change it after that.

You can if you wish:

1. Use one generic statement for all candidates
2. Use a different statement for groups of candidates (e.g. one for Local Government, one for Health, etc.)
3. Use a different statement for each individual candidate you have nominated.

**It is strongly recommended that whatever approach you decide on, you send it to members a number of times! Once is not enough.**

You must only use your **normal methods of communication** that you use with your members. For example, you cannot set up a branch Facebook page to communicate the branch's decision/s – but you can use an existing branch Facebook page.

Statements “should only explain why the nominating body has nominated the candidate”. But essential facts about the election can be included alongside the statements E.g. when members can vote, how they vote, etc.

## Photographs

A picture tells a thousand words, and our candidates have got great colour photos of themselves you can use. You can ask us for hi-res versions if you are printing out statements in a newsletter. But for social media, website or WARMS bulk emails you can find good electronic versions here:

<https://timeforrealchange.uk/elections>

It is important to use photos, not just because it humanises our candidates, and makes members more likely to read the information you send them, but because it helps members to identify quickly which candidates the branch has nominated when they receive their ballots.

Be careful not to use the UNISON logo alongside statements, as it should not feature (unless your website for example has a fixed UNISON logo on each page, and that is unavoidable).

## Usual methods of communication

These might include the following, though this is not intended to be an exhaustive list:

- Branch website page
- Branch bulk email to members via WARMS
- Printed branch newsletter
- Branch Facebook page
- Branch Twitter account
- Branch Instagram account
- Online branch newsletter e.g. PDF emailed to members
- Flyer/posters

You can use any or all of the above to publicise your decision to members, as many times as you like during the course of the campaign, so long as they are part of your branch's normal range of communications tools. For example, Facebook posts can be re-posted at various interval of the campaign. Bulk emails can be sent more than once during the campaign – AND WE POSITIVELY ENCOURAGE THIS!

## Bulk emails through WARMS

We think this is an effective technique to get your message across. We encourage all nominating branches to use WARMS bulk emails to tell members about candidates and the reasons your branch is backing them. Your members trust you – so they need to hear, and often, about why you are backing them. If an officer has a high profile with members and is particularly trusted, the email to members can come from them, for example.

## Timetable

We would recommend the following as your timetable to communicate with members via bulk email.

Of course you can combine some of these emails with other news items you would normally want to send to your members. Emails 2, 3 and 4 are particularly important so you might want to tell members about

your nominations as a standalone item in one or more of these emails. But to avoid email fatigue, you can combine the nomination message with other, usual news items. Do not overestimate how many of your members read all their emails – it might take several goes before the message is read by some members.

- Email 1            Friday 12 or Monday 15 April – before the ballot formally opens
- Email 2            Monday 22 April – when the ballot formally opens, and members may well receive an invitation to vote online that day
- Email 3            Wednesday 1<sup>st</sup> May – the day the voting helpline starts. This is a good opportunity to highlight this support to members who have not yet received a ballot or have mislaid it. If individual members have not received a paper or email by 1 May 2022, then they should contact the ballot helpline operated by UNISONdirect on 0800 0 857 857.
- Email 4            Tuesday 7 May – Reminder
- Email 5            Friday 10 May – the last call as the ballot closes on Friday 17 May.

## **Encourage voting**

It is generally a good idea to encourage participation in the ballot whenever you can. This is not restricted, and we do want all members to take part. This call to participate should not however be a call to vote for your nominated candidates.

## **Please do this!**

We would not be asking if we did not think this was essential to our campaign and our chances of winning the election.

## **Questions?**

Don't hesitate to get in touch if you have any questions: [tfr.unison@gmail.com](mailto:tfr.unison@gmail.com) (this is constantly monitored, and we will call you back or reply as preferred).