

POLITICAL CAMPAIGNING DO'S & DON'Ts

European Cyclists' Federation

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DO

Be visible

You must be on-stage well before the campaign; people need to recognise you as a credible presence.

Be continuous

By working in continuity, you are ensuring a lot of work is done beforehand. Politicians need to have a good grasp of your proposals before "it gets serious".

Be realistic

Cycling isn't the main topic, and it doesn't win elections.

Talk to everyone

If you have the time, talk to everybody that you want to talk to you. Even if you don't share many points of view you can place some good facts.

Be strategic

Try to pick the "low hanging fruit" first, and identify politicians that are or can be your allies. Try to build up a personal relationship with them (meetings, invitations to events, engaging in his/hers social media platforms etc.)

Feed the facts

Support your allies with facts or make suggestions for improvements that they can profit from. This will help you a lot when you need something from them.

Check the facts

Be sure that you provide the politician with facts. It's deadly for a politician to be caught with 'wrong numbers'.

Wait for the right moment

Be prepared and patient and wait for your "window of opportunity". Many things can only be achieved if you act in the right moment.

Be transparent

All solutions *that you put forward* must be public beforehand.

Be patient

Understand the structure and the timeframe that a politician has to work within. Do respect the speed – or lack of speed – of 'the system'.

Be trustworthy

Be discreet and loyal. It's the only way that you obtain trust and get useful information in advance or are engage in his/hers development of policies.

Be kind in the press

Be positive in the press towards a politician. They love when others talk with kindness and fondness about them.

Be vocal in your approval

Honour politicians when they do something good. They receive approval so seldom that this has a large effect

DON'T

Insult politicians

This will drastically decrease your chance of success. In public or in private, regardless: there are 'ears' everywhere.

Be unrealistic

Be demanding, but don't be unrealistic. This would decrease your credibility and you'll lose politicians' attention.

Limit your outreach

Don't concentrate on one party only even if you share many point of views with them. This would cause you getting a party image, damaging your independence and credibility.

Be indiscrete

No politician likes to be quoted from confidential dialogue. They do not want their political opponents to obtain the information that they may have given to you.

Bash politicians

No politician likes to be bashed too much in public. It makes them look ridiculous

Be offensive

Don't be rude or offensive when you contact them, or even when you talk about them.

Be forgetful

Don't leave them out by forgetting to invite them for opening of events. And don't neglect them. They want an ongoing stream of information coming from you. This is what makes you look like a serious counterpart.

Be intransigent

Don't be unreasonable in your demands. Be willing to compromise – and do understand the space that the politician must manoeuvre within.

Be experimental

Push for the tried, the tested. Politicians want solid proposals backed up by science and research