DESIGNER'S TIP SHEET

From planning to printing — creating your campaign in five steps

STEP ONE—ACTION PLAN

Building a simple action plan will help you decide what you will produce and when, how to produce it, and who you'll need to connect with to help prepare and distribute your campaign materials.

What to include

- How you plan on communicating your campaign
  - online (website, social media posts, e-mail),
  - print (postcard, poster, bookmark) and
  - giveaways (button, pen, sticky notes);
- a campaign schedule that lists when to print and mail your campaign materials, and when to post and repost online; and
- the events you plan on organizing or attending to promote yourself, their dates, times and what you'll bring.
- A list of timelines and deadlines are located in the *Candidates' Handbook* at teachers.ab.ca

STEP TWO—WRITING

After you've identified what you'll be producing for your campaign, you will need to write promotional messaging. Starting with the campaign material that will require you to write the most, your website for example, will allow you to extract passages for smaller items such as social media posts.

Effective communication

When writing the content of your campaign—keep your messaging clear, concise and consistent.

- **Clear**—What is the main message(s) you want teachers and school leaders to remember about your campaign? What is the tone you want to portray?
- **Concise**—Tailor your writing for it's purpose and keep your messaging focused. A postcard will have more text than a social media post.
- **Consistent**—Ensure your campaign materials all contain the same message. Repetition will increase the chances you'll be remembered on voting day.

After you've completed writing, have your work looked over by a trusted colleague.

STEP THREE—PHOTOGRAPHY

Having photos taken of yourself will increase your perceived credibility and the professionalism of your campaign.

Planning a photoshoot

- Work with a photographer, or an acquaintance with photography skills, to take your photos. Ensure that your photos are being taken with **high resolution (best quality)**.
- Location—Taking photos of yourself in one or two locations will give you variety to choose from. If outdoors, find an interesting backdrop, perhaps against a brick wall or architectural feature in your community. If indoors place yourself next to a natural light source, like a window, with a plain neutral background.
- Attire and posing—Plan to bring a suit jacket, extra sweater, scarf or different pieces of jewellery to add variety to your look. Trying different poses can help bring energy to your photograph.

STEP FOUR—DESIGN

With the messaging written and photographs in hand, now is the time to choose a font (or two), a colour palette and any other graphic elements you want to combine to form the design of your campaign materials.

If you have decided to hire a designer to create your campaign material, they will be able to guide you through the creation, printing and publishing processes.

If you don't have access to a designer or have decided to create your own campaign materials, there are many online design platforms that allow you to create an entire campaign. A few recommended sites are

- https://spark.adobe.com/,
- www.canva.com.

Effective design

As in the writing stage of this process, the keys of effective communication are applicable to the visual aspects of your campaign materials as well.

- **Clear**—What was the tone you chose to portray in your writing (upbeat, serious, modern)? Choose your design elements with those adjectives in mind.

- **Concise**—Keeping your design simple will make your campaign material easier to read, more effective and easier to produce.
- **Consistent**—Use the same fonts, colours and images in all of your campaign materials. This creates visual repetition and will increase the chances you'll be remembered on voting day.

Helpful design tips and web resources

Aa Bb Choose two fonts, one serif and one sans serif.

RECOMMENDED SITES
- https://fonts.google.com
- www.fontsquirrel.com

Choose a simple colour palette of no more than three colours.

RECOMMENDED SITES
- https://coolors.co
- www.canva.com/colors

Keep in mind visual hierarchy— bigger and bolder items will be noticed first.

RECOMMENDED SITES
- https://www.canva.com/designschool/
- https://99designs.ca/blog/tips/graphic-design-basics

Look the Part
You can include the official PEC Election candidate logos on your campaign material (see below).

Candidate
ATA 2025
PEC election

Candidat
Élection de 2025 du CEP de l'ATA

They are available in both official languages and located at teachers.ab.ca/campaign-promotion.

STEP FIVE—PRINTING AND DISTRIBUTION

Have at least one other person review your campaign material before sending it to print or posting online.

Candidates will have their campaign material vetted by the returning officer before they are produced. The Candidates' Handbook has additional details such as timelines and deadlines regarding campaign guidelines.
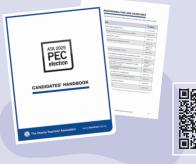
Visit **teachers.ab.ca/pec-election**, for more information.

The ATA supports you by
- providing a basic grant and a grant advance to help cover the cost of promotion. A grant advance must be requested, as per the candidates' handbook.
- a basic communications plan template to help you organize your campaign materials
- providing a PEC election *candidate* logo in both French and English to include in your marketing materials.
- covering printing costs of up to two campaign items per candidate in one school mailing.
- vetting your campaign materials before printing.
- posting your candidates' biographies and video speeches on our website.

Campaign promotion rules
- Distribution of campaign materials in any form prior to the validation of candidates on nomination day is prohibited.
- Incumbent members of Provincial Executive Council are not to use Association stationery or business cards in any way to promote their campaign.

See the PEC election Candidates' Handbook for the complete list of campaign guidelines at **teachers.ab.ca/pec-election**

The Alberta Teachers' Association