ATA 2027
PEC Election

Designer's Tip Sheet

The Alberta
Teachers' Association

teachers.ab.ca

Creating your PEC election campaign in five steps



Running a successful PEC election campaign requires clear planning, consistent messaging and effective design. Create campaign materials that are clear, professional and effective with this step-by-step guide.

1. BUILD YOUR CAMPAIGN PLAN

A simple action plan keeps your campaign organized and ensures that nothing is missed.

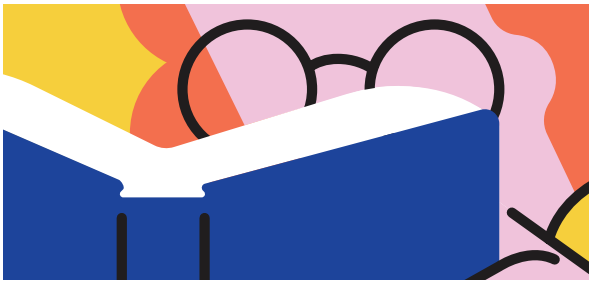
Decide how you'll connect with voters:

- Online (website, e-mail, social media)
- Print (postcards, posters, brochures)
- Promotional items (buttons, pens, sticky notes)

Create a schedule:

- When to print and mail your campaign materials
- Social media posting timelines
- The events you plan to organize or attend to promote yourself, the dates and times, and what you'll bring

View campaign timelines and deadlines on pages 18–19 of the 2027 PEC election *Candidates' Handbook*.



2. WRITE CLEAR MESSAGING

Your message is the foundation of your campaign.

Clear

- What do you want voters to remember?
- What tone best represents you (upbeat, serious, modern)?

Concise

- Say only what matters.
- Write to fit the format (brochure, social media post, webpage).

Consistent

- Use the same key messaging everywhere.
- Repetition helps build recognition.

Tip: Ask a trusted colleague to review your writing before designing your campaign materials.

3. PUT YOUR BEST FACE FORWARD

High-quality photos can help voters become familiar with you and build credibility and trust. Work with a photographer or an acquaintance with photography skills.

Photo Tips

- Find a clean, well-lit setting that keeps the focus on you.
- Wear professional attire that supports your candidate brand.
- Capture sharp, high-resolution images with different poses and expressions.



4. KEEP YOUR DESIGN SIMPLE

Simple design helps your message stand out, allowing voters to quickly understand who you are and what you stand for. Work with a designer or create your own campaign materials using tools like Adobe Express or Canva.

Clear

- Use colours, imagery and layout to reinforce your campaign's tone.
- Use headings and subheadings consistently to organize content and make it easier to read.
- Pair QR codes with a shortened URL/web address.

Concise

- Use no more than two fonts.
- Limit your colour palette to two or three colours.
- Avoid overcrowding pages with too much text or too many design elements.
- Remove anything that doesn't support your message.

Consistent

- Use the same fonts, colours and visual style across all campaign materials.
- A consistent look makes your campaign easier to recognize and remember.

Look the Part

Be sure to include the official PEC election candidate logos on your campaign material.

ATA 2027 PEC Election
Candidate

Élection de 2027 du CEP de l'ATA
Candidature

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

5. REVIEW, PRINT AND SHARE

Before posting or printing:

- Have at least one other person review your campaign material.
- Ensure that all materials follow campaign guidelines.
- Submit items for required approvals before production. Candidates will have their campaign material vetted by the returning officer before they are produced.



ATA support available

Candidates can access ATA support and resources:

- Campaign timelines and deadlines
- Funding assistance through a basic grant and a grant advance
- Official PEC election candidate logos in English and French

The ATA logo is **NOT** to be used on any campaign materials, including headshots and election videos. This includes items such as lapel pins in photographs or videos.

- Campaign material review and compliance checks
- Option to participate in the special school mailing
- Option to request mailing labels or envelopes for mailing to members not attached to a school
- Online candidate biographies and video postings

Follow 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.
- Campaign materials must be vetted by the returning officer before they are produced and/or distributed.

See the 2027 PEC election *Candidates' Handbook* for the complete list of campaign guidelines. **Learn more at teachers.ab.ca/pec-election**.

teachers.ab.ca/pec-election

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