

The Manifesto: *Campaign Platforms*

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Manifesto

- a declaration of the intentions, motives, or views of the issuer, be it an individual, group, political party or government. A manifesto usually accepts a previously published opinion or public consensus and/or promotes a new idea with prescriptive notions for carrying out changes the author believes should be made.

Platform for politics

- A **political party platform** or **platform** is a list of the actions which a political party, individual candidate, or other organization supports to appeal to the general public for the purpose of having said peoples' candidates voted into political office or complicated topics or issues.

Purpose and use

- developed to bring in specific groups of people
- establish the basic direction the candidate will work for if elected
- carefully designed to appeal to voters by touching on a number of issues which are important to them

What not to expect

- cannot replace direct conversation
- Everyone will not agree (don't try to get 100% agreement)
- will not answer all the nuances of each stance or plank
- Will not solve every problem in a community or the planet

Stances or Planks

- details topics within a particular part of the platform
- Common planks:
 - education, the environment, national security, welfare, and so forth

Candidate and Platform

- It will be:
- A long document,
- not memorized verbatim
- candidate must be wholly familiar
- You must be
 - able to refer to it
 - explain it
 - provide concrete examples of how it will be realized if elected when questioned.

Platform communicates for you - as you

- The platform is the place to make wide and lofty statements but in order for it to be believable the individual planks must be recognizable and concrete enough for people to understand and feel a sense of urgency as well as achievability.
- Provide a summary into and wrap up at the beginning and end- if it's too long no one will read it and you lose your communication edge.

Party vs. candidate platforms

- Typically, the political party has a platform, and individual members of that party have their own positions that are often closely aligned with those of the party
- the fundamental foundation on which the platforms are built should be connected and closely aligned

Party and Candidate

- The broad scope of the national platform is designed to attract voters to that party, generating voters who will automatically pick candidates associated with that party
- Individual platforms tend to focus more on regional issues and personal political beliefs of the candidates, with many candidates picking a pet issue, such as poverty to focus on.

Platform should be

- Well researched, crafted to be clear, and proofed (including fact checked)
- Accurate
- Vetted with stakeholders and voters
- Widely distributed to journalists and commentators to quote from it
- Written carefully because it will speak for you when you are not in the room and will compete with you when you are in the room
- Crafted knowing that opponents will use it against you
- Used as the basis for responding to questionnaires and forum questions

Notes: Comments & Questions

Caution:

- DO NOT MAKE THE PLATFORM SO “DEEP” THAT YOU CANNOT MAKE SENSE OF IT AND ATTEMPTS TO DO SO WILL ONLY CONFUSE YOU OR THE LISTENER MORE.