

2 WOMEN IN ELECTIONS, POLITICAL POSITIONING CAMPAIGN FUNDRAISING



Botswana's first lady marching during 16 days of activism.

Photo: Mboy Maswabi

The objectives of this module are to:

1. Understand violence against women in politics.
2. Understand the role of political parties throughout the electoral process from recruitment to election of women.
3. Understand political positioning, constituency and manifesto building.
4. Understand campaign financing and start to develop fundraising strategies.

SUMMARY OF ENTRY POINTS FOR PROMOTING WOMEN'S POLITICAL PARTICIPATION IN POLITICAL PARTIES

I. INTERNAL PARTY ORGANISATION

Legal framework and governing documents are gender sensitive	Measure taken to promote women's participation in governing structures and decision making	Women's wing established and strategically positioned in the party	Targets set for women's participation in party conventions	Gender equality perspective mainstreamed in policy development
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II. PRE -ELECTION PERIOD

Candidate recruitment

Establish consensus among party leadership to promote women's electoral participation

Consider adoption of voluntary quotas for women candidates and formalize recruitment rules

Enforce candidate quota rules

Identify incentives to attract women and encourage them to join the party such as capacity building or advocacy

Form strategic partnerships and gain support from men

Funding and Financing

Provide women with skills to raise money, campaign and build name recognition

Establish or tap into fundraising networks for women candidates

Establish an internal fund or provide subsidies for women

Consider earmarking a proportion of party finances (including from public sources if available) for women candidates training

Form partnerships with international organisations and CSOs

III. ELECTION PERIOD

Campaign period

Build women's capacities to campaign and consider twinning or mentoring first time candidates

Ensure women's visibility in the electoral campaign and access to the media

Ensure party manifesto articulate policy on gender equality and disseminate to voters

Mobilise women to register and vote; provide gender sensitive voter information to women and men

Ensure candidates safety during campaigning and keep party supporters in line where there is potential violence

Ensure coordination among CSOs and organisations providing support to women candidates

Election Day

Ensure women are trained and included as party agents at polling stations

Ensure monitoring included a gender perspective and ensure safety of women

Women trained and included as election monitors

QUICK FACTS

Political positioning is the deployment of a person's political tools, such as its political reputation, government relations and public affairs professionals, political capital, campaign financing, and political clout, to put the person in the most advantageous place and at the most advantageous time to achieve the most advantageous public policy solutions. It is about seeking and securing competitive political advantage over politicians and her peers in the opposition.

There are certain requirements for the positioning of candidates for attaining a desirable mandate. In this regard, the candidate must have a probable political image. And the main thing,

the candidate should have proper positioning, according to the structure of the electorate that is such a determination of all the social groups with the help of which she can win the elections.

Constituency building



How do you understand constituency building, why is this important?

A manifesto is a publication issued by a political party or individual candidate before a General Election. It contains the set of policies that the party stands for and would wish to implement if elected to govern.

A manifesto will help women spread their message as wide as possible so be clear on your intentions and ideas. This is your opportunity to inform the voter about you.

Manifesto's should be **SMART**

- **Specific:** what do you want to do?
- **Measurable:** How will you know when you've achieved it?
- **Achievable:** It is in your power to accomplish it?
- **Realistic:** Can you realistically achieve it?
- **Time-bound:** When exactly do you want to accomplish it by?



Sitting in a group of four or five, the gather the best ideas to include in the manifesto and present the ideas to the group of all participants and sort ideas in order of convincing from strong ideas to weak ones.

CAMPAIGN FINANCING

Panel discussion on campaign financing

The Electoral Act Sections 80-89 provides for elections expenses and election agents. Section 81 provides that the election expenses for any candidate shall not exceed P 50,000. Section 80(2) prescribes what will not be deemed as election expenses. There is no state financing of political parties in Botswana, nor is there any law regulating political party funding or expenditure.

Women's inability to pay even candidate registration fees can exclude them from the standing for elections, let alone having sufficient funding throughout the electoral process, including money to transport potential voters to rallies, feed them, print t-shirts, fliers, paying campaign teams, among others.

“In almost every general election held every five years, more women lose the race at the early stage of primary elections at party level. This deficiency is mostly caused by lack of resources to help women's campaigns; women start from a position of inequality to

be competitive with their male counterparts,” Monica Tabengwa, a human rights lawyer in Botswana, interviewed for Botswana Situational Analysis

“Political funding is crucial for women in politics, their portion must be higher than that of men as this will be a way of affirmative actions to close the inequality gap between women and men. This will finance expenses that come with campaigns as a package thought to end of election. Funding should come from government; government should fund all parties including opposition is that we are not on the same level when approaching financiers, they don't get better recognition as opposed to the ruling party. So, if all parties get a certain % across the board; women should get a higher % than that of men. The political play field is not level; hence women need to be supported better than men.” BDP women's wing Treasurer Orefitlhetse Masire interviewed for Botswana Situational Analysis



Group discussion

Guiding questions

- What are the biggest challenges with regard to campaign financing?
- What are the causes of these challenges and how can they be overcome?
- What skills development do you need?
- What should political parties do to assist women in campaign financing?

Myths and Truths about fundraising

Myth	Truth
Only people with a lot of money donate to political parties.	<ul style="list-style-type: none"> • It is not just the wealthy who are willing to be political donors. • In many countries, the people who earn the least amount of money give the largest percentage of their income away. • It is possible to raise large sums of money in small amounts.
If I ask someone for money, I will make them angry.	<ul style="list-style-type: none"> • Sometimes, we are concerned that we will insult someone if we ask them to contribute to our political party or campaign, or we think we will have to offer them something in return for their contribution. • The truth is that when you are asking someone to contribute to your party, you are asking them to take leadership and to support your party's or campaign's vision for the country and the future. People are often honoured to be asked to play such a role.
Fundraising is only about money.	<ul style="list-style-type: none"> • Money is important, but it's not everything. • If a supporter is not able to give money, they might be able to provide office space, office supplies, computers, printing, air conditioning, internet access, transportation, bathroom supplies, food and refreshments, etc., or to host an event for the party or candidates.
It doesn't matter what the law says; no one will ever find out.	<ul style="list-style-type: none"> • Voters are skeptical about the relationship between money and politics and, frankly, they should be. • Everything that you do as a political fundraiser must be legal, moral and ethical. • Know the law: who can give, how much, when and what has to be publicly declared. If the law does not exist or is unclear, set your own standards, make them honourable and stick by them. • Always ask yourself: how would I feel if this appeared in the newspaper (or if my mother found out)?
Fundraising is begging or shameful.	<ul style="list-style-type: none"> • Political fundraising is not begging and should not be considered shameful or embarrassing. • Political fundraising is a form of specialized marketing, connecting the vision of the party to individuals who want to see that vision become a reality. • Raising money for politics is about getting people involved in political events that affect all of society. • Asking people to become more invested in their country's political future should be perceived as an honourable request rather than an embarrassing or awkward one.
We don't need to go out and find donors; they will find us!	<ul style="list-style-type: none"> • Money rarely finds its way to your campaign all by itself. • This type of specialized marketing requires research and outreach to identify and communicate directly with prospective donors. • The only way to raise money is to ask for it!

Source: Regional Academy Learning Manual on WPP (FAWE).

