

# Election 2025

## Campaign Toolkit

Your guide to what's going on, why you should get involved and how you can influence future political decision making by **supporting the Charity Sector Manifesto.**

# Why Election 2025 presents an important opportunity beyond voting.

The next States will be making decisions that shape the experiences of organisations and people across our islands. As charities providing frontline support, you have a valuable insight. You can help prospective future leaders understand how best to champion the needs of the charitable sector and the community. An election is the perfect time to get them to pay attention as they need your votes - and those of your members.

The election also provides a perfect window of opportunity to talk about the impact that your charity has on the community, how it helps tackle societal challenges and the type of support it needs to sustain itself. The media will be all ears and eyes for things that are election focused, you have their attention.

If you are supporting people facing complex issues and barriers to their health, well-being or participation, you can support them to share their experiences and suggestions with decision makers and encourage them to vote.



**Your sphere of influence**

# Key Election Dates



A number of public hustings will take place in the run up to the Election. for **FOR A LIST OF ELECTION EVENTS CHECK [here](#).**

## What can charities do?

- ➔ Encourage members, supporters and volunteers to register & vote
- ➔ Create your own asks & highlight your charity's impact (see 'key messages')
- ➔ Attend hustings and other Election 2025 events (we can support you with how to make the most of these events)
- ➔ Contact or invite candidates to learn more about what your charity and why it matters
- ➔ Support the Charity Sector Manifesto by creating publicity thought the lens of your charity (we have put together graphics)
- ➔ Check candidates manifestos - it is ok to tell your supporters, members, volunteers who is favourable to your cause without endorsing the candidates as such



# Charity Sector Manifesto

Shaped by the collective voice of the 300 members of the Association of Guernsey Charities, this manifesto highlights the sector's needs, ambitions and vision as we head into Election 2025. It serves as a guide to initiate important conversations with prospective deputies and policymakers, giving charities the opportunity to raise awareness of the role they play in our community and the collaborative effort needed to sustain them.

[Charity Sector Manifesto  
click here for full copy](#)

## Key asks

- ASK 1** Effective commissioning to become a strategic goal, establishing strong, collaborative partnerships
- ASK 2** Recognise the charitable sector's economic and social value
- ASK 3** Strengthen financial sustainability
- ASK 4** Enhance the value and impact of volunteering

# Key Messages

Key messages are simple sentences that describe the situation. They are repeated across all your communication to ensure consistency of the points you are trying to get across and want your audience to remember.

These messages must 'stand up' - avoid superlatives, jargon and empty claims. They are used in social media, presentations, letters, website or press releases.

**While it's important to highlight the challenges and the need for change - your key asks - it's equally crucial to emphasise your charity's impact. Share why your charity matters and how it plays a vital role in enhancing the well-being of our community.**

- ★ **Charities are vital partners in addressing the complex challenges we face.**
- ★ **Charities are cost-effective and adaptable, tailoring support to the true needs of the community.**
- ★ **Charities save taxpayers and Government money.**
- ★ **Charities need financial and volunteer support.**
- ★ **Government can support charities in many ways beyond just funding.**

# Candidate Checker

With 82 candidates and 82 manifestos, it can be hard to know who is the best person for the job. We've put together a list of universal questions to help you assess candidates — whether you're reading their manifesto or speaking to them in person.

## ★ Values

- What motivates you to stand for election?
- Which values guide your decisions, especially when things get tough?

## ★ Track Record

- Can you share an example of something you've done that shows your commitment to the community?
- What experience do you bring that makes you a strong candidate?

## ★ Community & Charity Sector Insight

- In your view, what role does the charitable sector play in the Bailiwick — and what challenges does it face?
- Have you read the Charity Sector Manifesto?
- What will you do to support our four asks?

## ★ Decision-Making

- How will you involve the community in your decision-making?
- How will you address unpopular challenges?

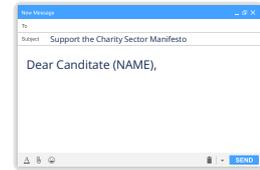
## ★ Collaboration

- How do you work with people who have very different views from yours?
- Can you give some examples of achievements you have had through collaboration (especially relevant for past Deputies)

# How to support the Manifesto



Share the manifesto with your supporters and members.



Use it as a talking point to engage with future political leaders. Don't be shy to invite them to your charity.



Use the graphics for social media posts highlighting what the key asks would mean for your charity. Graphics can be found [here](#).



Include it as part of a press release to raise awareness of key challenges.



Take a copy of the manifesto to a hustings event and use the key messages to strengthen your points.



**In all your communications, it is important to highlight your charity's impact - share why your charity matters and how it plays a vital role in enhancing the well-being of our community.**

**Challenge yourself and practice this as a 90 second pitch.**