

African National Congress

NATIONAL ELECTION UNIT

ROAD-MAP TO ELECTION DAY

***LET'S GROW SOUTH AFRICA
TOGETHER***



A BETTER LIFE FOR ALL

Goal of the Campaign

OUR ELECTION GOAL IS TO GET AN OVERWHELMING VICTORY

- ❑ **To get at least 60% - that means between 13m and 14m votes**
(based on the current registration figures)
- ❑ We need to deliver all **11m** former ANC voters plus **2-3m** who have never voted ANC before.
- ❑ To achieve this we need a very positive mood in the country, and well informed and highly motivated ANC voters
- ❑ None of this can be achieved without massive direct voter contact, thousands of volunteers working with well-oiled election structures, and positive, clear and consistent communication

Positive aspects of Phase 1 and 2

- ❑ Increase in voter contact through #Thuma mina campaign.
- ❑ Some improvement in sensitivity and response by government in dealing with people's service delivery challenges and issues.
- ❑ Sustain some of the positive mood of the people post 54th Conference through the Officials and leadership's programmes.
- ❑ Resuscitated organisational structures, more unity – laying the ground for the campaign.
- ❑ Ground work leading to the campaign and manifesto launch.
- ❑ Managed to develop the capacity of our structures through training despite resource constraints but there are gaps
- ❑ Conducted research which assisted in developing our core- message and campaign slogan

Positive aspects of Phase 1 and 2 cont.

- ❑ Developed manifesto and improved key economic and social stakeholder, sectoral and civil society relations with openness to criticism and new ideas
- ❑ Taken positive steps in ANC moving to address our weaknesses: more united, clearer, more open, and owned up to our mistakes and weaknesses of the past.
- ❑ Some improvement our system of co-ordination and mobilised thousands of volunteers.
- ❑ Started addressing our mistakes and people's key concerns and turned the mood from negative and distrustful of the ANC, to hopeful about ANC renewal

Weaknesses of campaign Phase 1 and 2

- ❑ Structures not set up with right people and time – wrong people sent for training.
- ❑ Conferences hangover that persisted despite positive mood being created.
- ❑ Lack of adequate resources and key leadership involvement in the campaign especially public representatives
- ❑ Regional conferences and list processes that became a negative distraction to the campaign
- ❑ Changing or removal of comrades with experience due to factional sentiments
- ❑ Poor performance in registration and cloud capture especially during the first round of registration, did NOT meet our targets in most LETs

Weaknesses of campaign Phase 1 and 2 cont.

- ❑ Inadequate voter contact and mobilization - especially door to door and sectoral work
- ❑ Low participation of youth – low presence of the Youth League and PYA, leaving lost of space for EFF
- ❑ Inability to capitalize on the weaknesses of the opposition – in many instances due to our own internal weaknesses and lack of resources
- ❑ Poor resources for media and communications and T-shirts and other campaigning material – leading to slow start and low visibility
- ❑ Public spats and misuse of social media by leaders.

Overview of the last three Phases

PHASE 3

- Intensifying our work and making sure that we directly reach every current and potential ANC voter.
- Popularizing the Manifesto and deploying candidates to the campaign events.
- Rolling out all advertising, print, radio, TV, billboard and placard media.

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Phase 4

- Massive campaign push on air and ground.
- Reaching out to core voters of the ANC.
- Working on weak voters.
- Enhance our work in our strongholds
- Preparing for special voting day and Election Day.
- Monitoring and supporting elections administration.

Overview of the last three phases

Phase 5

- Set up of the Operation Centres.
- Finalizing transport arrangements.
- Dry run on special voting day,
- Creating massive buzz on the ground with loudhailers, trucks and so forth.
- Setting up Information tables at the voting stations.
- Door knocking and transporting voters to the stations.

Strategic Priorities

- ❑ Re-energise and mobilise our cadres and core supporters - use them to reach voters and raise the ANC presence in every community.
- ❑ pay special focus on young people, the black middle class, the working class and minority communities – a very vital for the determination of the urban vote outcomes.
- ❑ Use media and other forms of voter engagement to capture people's imagination and prove to them in practice that we remain true to their aspirations and offer them hope and confidence for the future.
- ❑ Deal decisively with service delivery challenges
- ❑ Communicate our government successes
- ❑ Deal with internal challenges – be seen as united organisation that addresses its weaknesses effectively
- ❑ Build confidence in the public about the ANC and its ability to deliver a better life for all
- ❑ Run a positive campaign and not cede the spotlight to other parties by making them the centre of our campaign.

Wall to wall Strategy

- ❑ Waging a campaign on all fronts and in every space at the same time -ensuring our presence in all areas at all times
- ❑ Key elements of the strategy:
 - **VD Based campaign** (strong bases, voters roll based-reporting know your voter strategy/close voter contact)
 - **Arial battle:** Social and mainstream media, one campaign message & face, branding & run a positive campaign
 - **Thuma Mina and service delivery:** demonstrate obsession with resolving peoples problems, exploit power of incumbency

Broad tasks from Mayihlome to Siyanqoba

- ❑ Engage in **real campaign work and canvass for the ANC Vote**
- ❑ Hit the ground to mobilise, canvass, engage and convince our people to support the campaign and go out in numbers to vote come 8 May 2019.
- ❑ Reach each voter at least 3 times before elections
- ❑ Conduct door- to- door, knock and drop, blitz, community meetings and sectoral work.
- ❑ Central to this phase, is the **direct voter contact** underpinned by the **wall to wall** strategy.
- ❑ Work in a way the undermines any internal tendency that seeks to undermine campaign purely because of some (cadreship) unhappiness some might have
- ❑ Critical is the visible ANC campaign in our strong bases talking to, and canvassing our people around variety of issues.

Our Strategic approach

- ❑ Consistent with close voter contact strategy, the following is therefore key for this phase; attach NEC/PEC deployees to metros and secondary cities
- ❑ Tackle the urban vote, strong areas and under 40s
- ❑ Targeted minority spaces and weak areas (turn the tide)
- ❑ President led officials trail that reaches all provinces to high voter areas, strong VDs, attend weak areas, engage sectors to tilt public opinion in our favour
- ❑ Wage a campaign at VDs guided by the voters roll

Key Tasks - March

- ❑ Complete voter registration focus on campuses (students) and areas where had low voter registration
- ❑ Targeted door to door (Voters roll based)
 - popularise our manifesto & canvass for ANC vote
 - know voters needs now and on elections day
- ❑ Target strong areas and and those we need to win or game changers
- ❑ Analyse and focus on areas we need to work on to return our numbers and to win elections in that area
- ❑ Conduct creative programmes that create a buzz and excitement around campaign through community events

Key Tasks - March

- Engage sectors, youth, churches, associations, academics, business etc.
- Launch Gauteng Thursday's and target other metros
- Extensive community ,meetings/forums, local rallies using national messages to resolve local issues (renewal & change)
- Material distribution at various local and strategic events
- Work on undecided and capture the social spaces

Key Tasks – April

- Mobilise for the 25 year government celebrations (April 27)
- Prepare and mobilise for Siyanqoba rally in JHB
- Targeted mass work/programmes for all leadership and candidates.
- Intensify loud-hailing, blitz, door to door & knock & drop
- Know your voting station campaign (our voters)
- Convert VD mobilisers into voting day machinery
- Continue with officials trail and all **April mass work**
- Train all volunteers into door knockers on election day

Task for NEC, PEC and REC Members

- Provide strategic leadership of the campaign and ensure functional machinery at PET, RET, LET, BET and VD levels
- Attend to elections work weekly and at all levels
- Lead the campaign in terms of priority areas and targets
- Ensure adherence to national campaign prescripts in terms of strategy, approach and message.
- Lead the campaign from the front in terms of mass work at VD levels
- NO MORE INTERNATIONAL TRIPS FOR EVERY-ONE

Tasks for organisers

- Focus on the VD mobilisation machinery/ army of volunteers
- Ensure sectional heads are appointed and functional to pursue mobilisation at VD level.
- Coordinate street to street mobilisation & corner to corner mobilisation
- Ensure that LET, BET & VD mobilisation programmes implementation
- Door to door work
- Handle all campaign work in the deployed area

Weekly Programme

- ❑ Monday: meet with PETs and RET (review and plan)
- ❑ Tuesday: meet with LET/BET/VD teams (review & the week ahead), engage in sectoral work
- ❑ Wednesday: Door to door & blitz
- ❑ Thursday: door to door, blitz, street meetings & Blitz
- ❑ Thursday: all metros and secondary cities (blitz, door, sectors, VD Meetings)
- ❑ Fridays: sectors and social spaces
- ❑ Weekends: blitz, door to door, Vd meetings and local rallies

National Siyanqoba Rally

- Establish a prep committee together with GP
- Work on the logistics and mobilisation programmes
- JHB 5th May 2019
- Finalise the concept and approach

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