



Voter Education Campaign

Rationale

The Institute for Christian Leadership Development commenced this process in February 2014.

The campaign seeks to address the following:

What is wrong with current African politics?

- Lack of civic education
- Citizens voting out of sentiments and not values
- Citizens easily bewitched by charisma
- There is no barometer by which to test character and
- Various other problems that may be addressed through active engagement

What is the solution?

VOTER EDUCATION in order to prepare people:

- To be politically literate
- Exercise utmost discretion when voting
- Not to take voting lightly
- Not to allow sentiment to cloud judgement and to
- Equip society with necessary skills to apply due diligence when voting

Scope of operation

- To reach all of South Africans and Africans through the Church
- Target all communities using a language they can understand
- Identify people within the church communities who will facilitate the voter education within those communities
- Scope of operation covers all PROVINCES, DISTRICTS and CITIES

Strategy

To achieve the above:

- The Institute organised a day consultation with Christian leaders in the community across the board (political, business and church leaders) to present the initiative.
- A Conversation Guide for 2014 election prepared by ICLD was used as engagement tool during the consultation.
- All the stakeholders present worked through the conversation guide booklet in groups. This provided lots of insight in the preparation for the election and underscored the need for voter education.

Outcome of the Consultation

The following were achieved during the consultation:

- It was agreed on that the Institute for Christian Leadership Development approach the Independent Electoral Commission with a request to provide Voter Education for South Africa.
- ICLD approached the Independent Electoral Commission and presented the Conversation Guide used in the 2014 consultation with the plan to revise and use the same to conduct Voter Education for the 2016 Local Government Elections.
- The Independent Electoral Commission officials were very pleased and welcomed the Institute's proposals. In addition, they offered to participate in our sessions and to send IEC officers to use our platforms to train voters. The engagement with the IEC has been mutually encouraging for both organisations.
- In the process, IEC sent materials to the Institute in order to help with our preparations.
- We were able to test the waters with the 2016 local government election and participation and responses we got was motivating for us to pursue the programme further with 2019 General election.

The Way Forward

- The process is on-going and various input and professional advice are welcome.
- We plan to roll out the programme in all the nine provinces of South Africa.
- On successful implementation of the programme in South Africa, we plan to roll out to the rest of Africa.

Tool of Engagement

- As mentioned earlier, ICLD has produced a booklet for the campaign, South Africa Election - Conversation Guide.
- We plan to translate the booklet to all South Africa indigenous languages and have it widely distributed as we go on the campaign trail.
- We need sponsorship for translations, publications and distribution of the Conversation Guide booklet.
- For further enquiries on the programme, you can contact ICLD office.

Sponsorship

For sponsorship for translations, publications and distribution of the Conversation Guide booklet, donation can be made to the account below:

Account Name: The Institute for Christian Leadership

Bank: FNB

Account Type: Cheque Account

Branch: Hillcrest

Account Number: 62491929869

Reference: VEC

International Swift Code: FIRNZAJJ