

WELCOME TO  
WELCOME TO  
WELCOME TO  
WELCOME TO  
WELCOME TO  
**WELCOME TO  
YOUR VOTE**

The  
Electoral  
Commission

**Scottish Parliament Election  
2026: Campaigning**

[electoralcommission.org.uk/learning](https://electoralcommission.org.uk/learning)



**YOUR VOTE MATTERS**

**DON'T LOSE IT**



# Scottish Parliament election 2026

## What's going to happen?

- The Scottish Parliament election will take place on Thursday 7 May 2026
- To cast your vote, you must be 16 or over on polling day and be registered to vote
- Register to vote ahead of the deadline (likely midnight on 20 April 2026)

## Why does it matter?

- The Scottish Parliament makes decisions about things that affect you and your community
- This election is your chance to have a real say and make young people's voices count



# Learning intentions

By the end of this lesson, you will be able to:

- Understand the what, when, where and how of the Scottish Parliament election in 2026
- Produce persuasive campaign materials encouraging everyone to register to vote ahead of the next Scottish Parliament election




# Starter



10 minutes

**The next Scottish Parliament election will take place on 7 May 2026.**

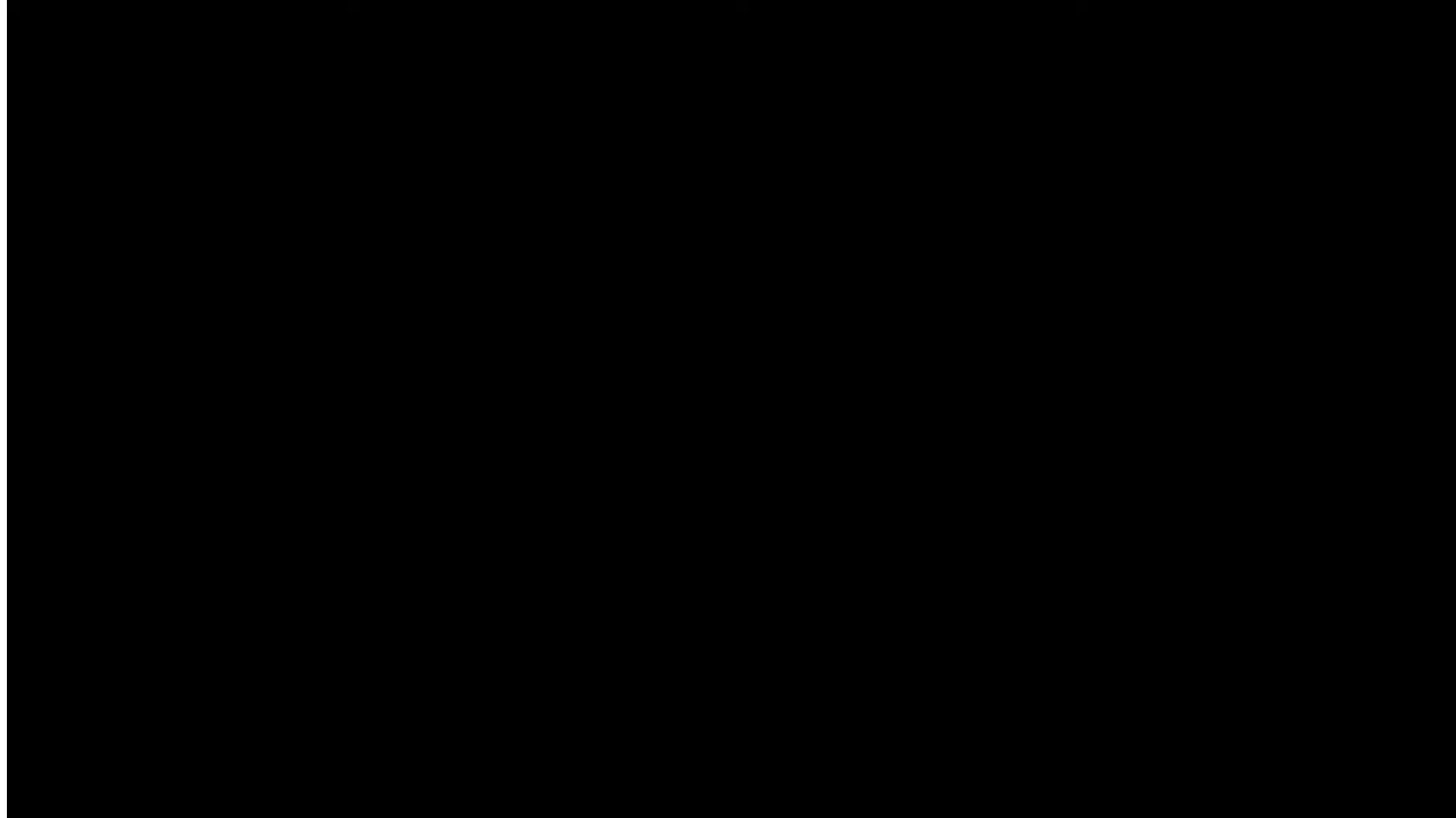
1. Watch the video on the next slide to learn about who makes up the Scottish Parliament and what they are responsible for.
2. Then, vote 'true' or 'false' on each of the five statements about the next Scottish Parliament election.

 **Hint:** some of the answers are mentioned in the video, so listen carefully!



# The Scottish Parliament

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# 1. 'MSP' stands for Minister of Scottish Parliament



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# 1. 'MSP' stands for Minister of Scottish Parliament

**False X**

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# 2. 16- and 17-year-olds can vote in Scottish Parliament elections.

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# 2. 16- and 17-year-olds can vote in Scottish Parliament elections.

True ✓

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# 3. You only get one type of vote in the Scottish Parliament election.



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**3. You only get  
one type of vote  
in the Scottish  
Parliament  
election.**

**False X**

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# 4. The Scottish Parliament is based in Glasgow.

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# 4. The Scottish Parliament is based in Glasgow.

## False X

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**5. You need to  
register before  
you can vote in  
the election.**



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**5. You need to  
register before  
you can vote in  
the election.**

**True ✓**

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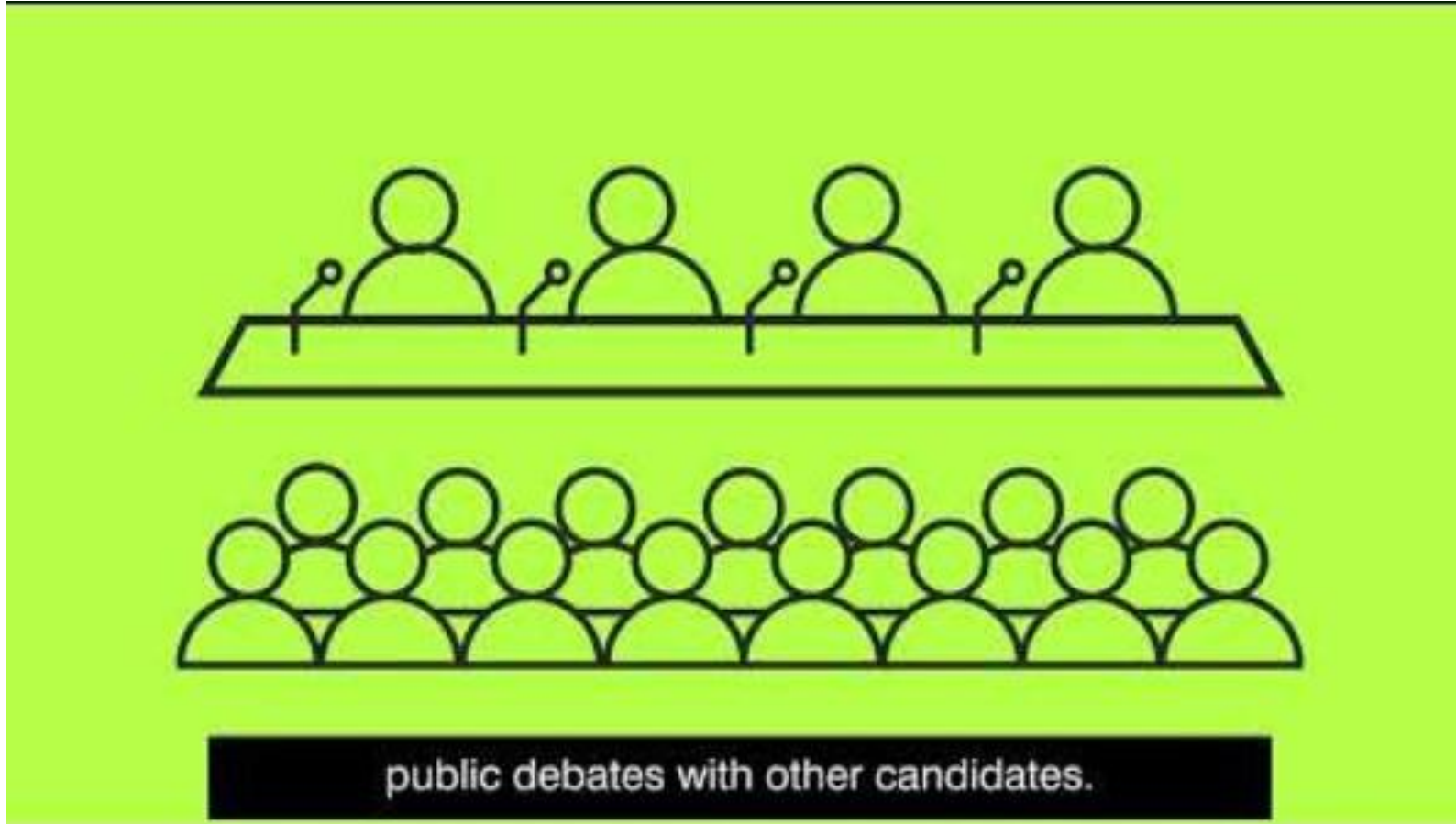


# What is campaigning?

**Campaign** = a series of actions or events that are meant to achieve a particular result.



# What is campaigning?



# Campaigning

**Let's think about what makes a powerful campaign.**

Think of your favourite brand and how they advertise to you.

1. What do you like about the brand?
2. How do they reach you? For example: social media, TV adverts, leaflets
3. How do they persuade you to buy or use their product/service?

**Think, pair, share!**





# Campaigning

## The Electoral Commission's 'show it off' campaign (2024)



- What do you like about this video?
- Is there anything you don't like?
- What do you think the main message is?
- Who do you think this video is aimed at?
- If you could change one thing to make it more persuasive, what would it be?

# Designing your own campaign: get young people to register to vote

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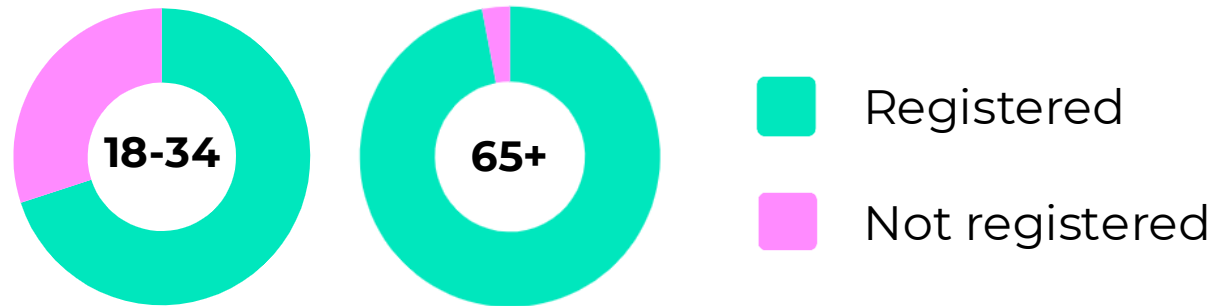


# Why should young people register to vote?

The Electoral Commission's latest research found that:

- 68% of 18-34 year olds in Scotland were registered to vote
- 92% of 65+ year olds were registered to vote

How does this make you feel? Why might this be?



# What matters to YOU?



**Decide whether each issue is important to you now, in the future, or not at all**

1. Access to work experience and training programmes

2. Cost and availability of local buses

3. Local sports and leisure facilities

4. Improvements to cycling and walking routes

5. Affordable housing for young people

6. Availability of NHS Scotland services

7. Youth voice in decision-making

8. Improving recycling and reducing waste



# Registering to vote

## When?

- You can register to vote in a Scottish Parliament election when you're 14
- You don't need to register before every election - you only need to register if:
  - you've never registered to vote before
  - you've moved house recently
  - you've changed your name

## How?

- Go to [gov.uk/register-to-vote](https://gov.uk/register-to-vote)
- You'll be asked for your National Insurance number (but you can still register if you don't have one)
- Talk to your local elections team at your council if you need help





# Designing your campaign



20 minutes



**Design a campaign to encourage young people to register to vote in the 2026 Scottish Parliament election**

In your campaign teams, start creating materials for your campaigns. You can choose between...

- Designing a poster
- Writing a speech
- Creating a storyboard and script for a social media video

Your campaign should include...

- ☐ A key message explaining why young people should register to vote
- ☐ A deadline for registering to vote in 2026
- ☐ How people can register to vote (include the website!)
- ☐ A clear and eye-catching design



# Possible campaign roles

<b>Campaign manager</b>	<ul style="list-style-type: none"><li>• Leads the team, makes key decisions, keeps everyone on track.</li><li>• Point of contact with teachers, councillors, or other stakeholders.</li></ul>
<b>Designer</b>	<ul style="list-style-type: none"><li>• Creates the look: colours, images, posters, flyers, display boards.</li><li>• Makes the campaign eye-catching and memorable.</li></ul>
<b>Event planner</b>	<ul style="list-style-type: none"><li>• Organises campaign events: assemblies, info stalls, form-time talks.</li><li>• Makes sure everything runs smoothly on the day.</li></ul>
<b>Fixer</b>	<ul style="list-style-type: none"><li>• Gets permission for events, displays, or announcements.</li><li>• Makes sure the campaign can actually happen.</li></ul>
<b>Speech writer</b>	<ul style="list-style-type: none"><li>• Writes persuasive speeches or presentations.</li><li>• May deliver them or support others in the team to do so.</li></ul>
<b>Researcher</b>	<ul style="list-style-type: none"><li>• Tests ideas with students — does the message work?</li><li>• Gathers feedback to improve the campaign.</li></ul>
<b>Media manager</b>	<ul style="list-style-type: none"><li>• Runs blog posts, social media posts, or school newspaper articles.</li><li>• Spreads the message beyond the classroom.</li></ul>



# 60 seconds to share your ideas

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**What's one action  
you can take to  
make sure you're  
ready to vote?**

