

A photograph of two children walking away from the camera on a path covered in yellow autumn leaves. The child on the left is wearing a blue and black jacket and a brown backpack. The child on the right is wearing a green jacket and a dark backpack. They are holding hands. The background is a dense forest of trees with yellow and orange leaves.

Information about the
**MUNICIPAL
ELECTIONS 2025**

MUNICIPAL ELECTIONS 2025



WHY SHOULD I RUN IN THE MUNICIPAL ELECTIONS?

THERE CAN BE MANY REASONS FOR RUNNING:

You want to be elected to influence and actively participate in politics.



You want to be part of steering development for the better.



You are running for a specific issue that you want to highlight.



You are running for the Swedish People's Party (SFP) to "do your part."



You are running to support the Swedish language.



You are running because it is an important civic duty.



You are running to gain experience of what it is like to be part of an election campaign.



You are running "as a trial," to see how it goes and whether it's worth investing more next time.

THESE ARE JUST A FEW REASONS; THERE ARE MANY MORE, AND ALL ARE EQUALLY VALID!

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DO I KNOW ENOUGH, AND HOW TIME-CONSUMING IS IT TO RUN IN THE ELECTION?

You will receive support, as there is extensive experience with elections and campaigns at the offices. Together with the other candidates, there is a wealth of experience you can draw from.

You don't have to participate in a single SFP event, but you are welcome to join all of them! You decide how much time, money, and energy you want to dedicate to the campaign.

The party will organize various training sessions for all candidates. These sessions aim to equip you with the tools you need to run a successful campaign. The party also has plenty of materials on how to campaign, shape your election messages, address specific political issues, and more, which you can use.

Once you have made the decision to run and calmly reflected on what you want to do and what you are good at, it's time to think about the next step.

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WHAT DOES IT MEAN TO BE A CANDIDATE?

All candidates run for the Swedish People's Party in Finland (SFP), but they are nominated by SFP in your municipality/city. SFP decides when the nomination is officially made and when/if a joint press release is sent out.

However, you choose when you want to "go public" as a candidate. The earlier you announce your candidacy, the more time you have to make yourself known as a municipal election candidate. It is always good to discuss this with SFP so that both parties are aware of the timeline.

When you run for SFP, you will sign the official candidate declaration, which is submitted to the municipal election committee. You will also sign the party's internal candidate declaration, committing yourself, among other things, to follow the Swedish People's Party's political program and guidelines when you are nominated as a candidate, act according to the party's ethical guidelines, and include SFP's logo in your election materials.

If you are not already a party member, now is a good time to join. You can easily do so via <https://sfp.fi/en/party/become-a-member/>

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WHAT DOES SFP OFFER ITS CANDIDATES?

In the fall, you will receive more information about how the party can support you, both in your municipality and at the offices. The party will also launch a website in the fall with plenty of useful information for candidates, covering both political and campaign-related topics. SFP will publish an election handbook that all candidates will have access to. The handbook includes several practical tips that will be helpful as you plan your campaign. SFP has an election webpage where all candidates are presented. You can upload your presentation in Swedish, Finnish, and/or English. The page will also feature the party's own election compass.

During the winter, we will start training sessions and meetings for the candidates, which are completely free for you to participate in. These training sessions will be very practical, covering topics such as campaigning on social media, targeting audiences, message communication, and the importance of election compasses, among other things.

Above all, we offer you all the help and support you need for your election campaign!

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WHAT TYPE OF CAMPAIGN MATERIAL IS AVAILABLE FOR CANDIDATES TO USE?

SFP in your municipality/city is responsible for the local campaign and the material available during the election. The party covers the costs of the official candidate posters that will be displayed.

Official candidate photos are taken by a professional photographer, and this is coordinated by SFP. More information about what SFP offers at the local, district, and central levels will be clarified later. However, if you have any specific questions, you can reach out to SFP's local representatives or the staff at the party office. Contact details can be found on the website; a direct link is provided at the end of this information sheet.

It's important to remember that municipal elections are local elections. Therefore, as a candidate, you also need to have some concrete personal material for your campaign.

This could be, for example, a business card, a brochure with images and texts, or a simple flyer with your messages.

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DO I NEED A CAMPAIGN TEAM?

You don't have to have a large campaign team/support group, but we recommend that everyone try to secure at least one support person or campaign manager.

The campaign manager can help you keep track of the information we send out, your campaign calendar, and the finances of the campaign. The campaign team can assist you in planning the campaign, writing pieces for newspapers, distributing campaign materials, and more. They are also a great sounding board for your thoughts and ideas, and it's more enjoyable to campaign together!

In practice, this means gathering a support group of people you know, trust, and who enjoy working as a team.

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WHICH POLITICAL ISSUES SHOULD I HIGHLIGHT IN MY CAMPAIGN?

A successful campaign is built on presenting something you want to achieve. We recommend that you focus on one (or several) target groups and profile yourself more clearly on certain issues. Examples of target groups include entrepreneurs, students, pensioners, and farmers. A good rule of thumb is to have a maximum of five key messages.

To find a good campaign issue, it can help to identify a problem that needs to be solved. For instance, if there is a lack of a daycare center in a certain residential area with families, you have both found a campaign issue and identified a problem that needs addressing. Repetition is the best way to spread your message!

The Swedish People's Party's election program for the municipal elections in 2025 will be published in the winter of 2025, but below you will find a summary presenting some important themes in SFP's policies.

SFP in the municipalities also tend to create their own election programs, which are published closer to the election. If you have any specific questions about how SFP in your municipality relates to certain issues, you can contact the local chairperson for more information.

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THE PARTY'S POLITICAL GUIDELINES FOR THE MUNICIPAL ELECTIONS

The Swedish People's Party's election program for the municipal elections in 2025 will be published in the winter of 2025.

SFP works for a society that is just, liberal, and democratic - one where everyone shares responsibility while also providing individuals the opportunity to realize their dreams and be happy. SFP believes that a welfare society functions best when the economy is balanced, people have jobs, and businesses can be successful. Our policies are built on respect for both individuals and the environment, on equal treatment and gender equality, and on a shared social responsibility.

SFP believes that all individuals have the right to shape their own future and will never accept racism or intolerance.

SFP continues to be the party that takes responsibility at all levels of society and serves as a guarantor of a bilingual Finland.

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ELDERLY CARE

- For SFP, it is important that elderly care is close to you. Regardless of administrative reforms, the individual should be at the center.
- It should be safe to age in Finland, and individual rights need to be protected in all situations. Collaboration with the third sector should be emphasized.

ECONOMY

- When the public economy is challenged, our values become evident; SFP places the individual at the center.
- We believe that honesty is the best policy, even in politics. The challenges facing municipal finances are significant and require new, bold solutions.

EARLY CHILDHOOD EDUCATION AND SCHOOLS

- Early childhood education has evolved and continues to develop. High-quality daycare lays the foundation for a successful society.
- SFP values the competence and expertise in high-quality early childhood education and is eager to highlight good examples.
- The Swedish primary school is a guarantee for a bilingual Finland. Investments in basic education yield positive results.
- Our schools should provide all the conditions for development. The importance of student welfare is becoming increasingly significant.

ENTREPRENEURSHIP

- Municipalities and cities can ensure the conditions for functioning entrepreneurship, even in difficult times.
- The innovative ability of entrepreneurs to create jobs is crucial for the economy.

CLIMATE

- We work for green solutions concerning energy supply and emissions.
- Municipalities and cities should be proactive in reducing our climate footprint.
- Our agriculture is a constructive part of the solution to the climate issue.

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HOW DO I GET FUNDING FOR MY CAMPAIGN?

SFP does not provide financial resources to its candidates. However, there are various methods for how you can raise money for your election campaign, so don't hesitate to ask for funding. You can, for example, reach out to your contacts in associations and organizations you are involved with, as well as local businesses.

You can also ask for small amounts from friends and acquaintances who want to support you. Use the web, email, and social media for micro-fundraising.

Make it as easy as possible for people to donate!

To avoid any potential conflicts with tax authorities, the support group should open an account that is used solely for campaign financing. The support organization does not need to be a registered organization, and, for example, the treasurer in your campaign team can open the account.

The bank will provide further instructions on the practical aspects, and we will include more detailed information about campaign financing in the election handbook.

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HOW DO I GET INFORMATION ABOUT EVERYTHING IMPORTANT THAT IS HAPPENING?

AS MENTIONED EARLIER, WE WILL BE LAUNCHING A WEBSITE IN THE FALL.

This internal website is designed to facilitate the flow of information. Here, we will store materials from training sessions, provide information about SFP's policies, offer tips on campaign methods, and much more. This way, all information will be gathered in one place.

SFP in your municipality/city will continuously be in contact with candidates to provide information about campaign events and other election-related matters. The party offices will also send emails with information about important dates, election compasses, and training sessions.

THERE IS ALWAYS SOMEONE YOU CAN CONTACT WHEN YOU NEED HELP WITH SOMETHING!

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IMPORTANT DATES

- The visible campaign from the party will begin around the turn of the year 2024–2025. However, before that, SFP in your hometown will likely organize smaller campaign events, for example participation in market days, which are worthwhile to attend.
- The candidate list will be submitted to the electoral board on March 4, 2025. This will be arranged by SFP's election representatives in your hometown.
- The candidate list will be finalized on March 13, 2025, at which point the candidate numbers will also be assigned. Once the numbers are confirmed, you can start promoting your number and, for example, begin printing materials with your candidate number.
- Advance voting in Finland will take place from April 2 to April 8, 2025.
- Advance voting abroad will occur from April 2 to April 5, 2025.
- Election Day is Sunday, April 13, 2025. Polling stations will close at 8 PM, and then we will begin to wait for the results.

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GET IN TOUCH

Don't hesitate to contact SFP in your municipality or the staff at the party office. We are happy to answer all your questions about what it means to run in the municipal elections for SFP!

You can find the contact details for the staff here:

<https://sfp.fi/en/contact/staff/>

USEFUL LINKS

SFP's website with current information:

<https://sfp.fi/en/frontpage/>

Ministry of Justice's election site:

<https://vaalit.fi/en/frontpage>