

# **POLITICAL CAMPAIGN PROPOSAL**

**Hon. Shawn Gitau Kariuki**

***MCA Candidate – Komarock Ward***

***Nairobi County | 2027 General Election***

**Vision:** A safe, clean, empowered and economically vibrant Komarock.

## 1. Executive Summary

This proposal outlines the strategy, structure, manifesto and budget for the campaign of Hon. Shawn Gitau Kariuki as he seeks election as Member of County Assembly for Komarock Ward in 2027. The campaign focuses on grassroots mobilization, youth empowerment, service delivery and accountable leadership.

## 2. Campaign Structure (Lean Model)

- Candidate – Provides leadership, vision and public engagement.
- Campaign Manager / Chief of Staff – Oversees strategy, operations and budget.
- Social Media Manager – Handles digital communication and branding.
- Volunteer Manager – Coordinates grassroots mobilization and polling teams.
- Protocol & Security Manager – Manages logistics, events and candidate safety.

## 3. Manifesto Priorities

- Improve estate roads, drainage and street lighting.
- Enhance security through high-mast lighting and community partnerships.
- Youth empowerment through skills training, sports and job linkages.
- Support women groups and small businesses.
- Improve waste management and environmental cleanliness.
- Advocate for reliable water supply and sanitation.
- Promote transparency through regular public participation and accountability.

## 4. Campaign Budget Summary

Category	Estimated Cost (KES)
Core Team Allowances (12 months)	1,080,000
Volunteer Support	600,000
Transport & Logistics	480,000
Branding Materials	600,000
Community Meetings & Events	300,000
Polling Agents & Election Day	550,000
Contingency	200,000
Total Estimated Budget	≈ 4,000,000

## 5. Campaign Strategy

- Door-to-door voter engagement across all estates.
- Church, mosque and community meetings.
- WhatsApp and social media mobilization.
- Community service activities (clean-ups, youth forums).
- High visibility through posters, banners and branded materials.

The campaign of Hon. Shawn Gitau Kariuki is built on integrity, grassroots connection and practical solutions. With disciplined execution and strong community support, the campaign is well positioned for victory in Komarock Ward in 2027.