



NOTE 176/CPDM/SG/CC OF 23 JUL 2025
On the application of Circular No...001.....relating to the organisation
of the CPDM candidate's campaign for the presidential election
of 12 October 2025 and the election follow-up

- 1- The purpose of CPDM's campaign for the forthcoming presidential election of 12 October 2025 shall be to achieve, in a transparent manner, a total and resounding victory for our candidate. To this end, the National President prescribes rallying, persuasion, modernity and contact as the key elements of the CPDM campaign.
 - **Rallying** shall be understood as the requirement to associate all local human resources favourable to our candidate in the CPDM campaign teams and to reject any form of exclusion
 - **Modernity** shall essentially refer to the strengthening of the use of social media and other digital platforms during the CPDM campaign.
 - **Persuasiveness** shall suggest convincing attitudes, behaviour and speeches.
 - **Contact** shall refer to the permanent presence of our campaign teams alongside the population in their homes, individually or within associations, in an approach of great proximity, both from a physical point of view and with regard to their specific concerns.
- 2- This Note shall be issued in application of the provisions of the above-mentioned Circular. It shall be structured around the following points:
 - CPDM campaign management structures;
 - CPDM representation within the legal electoral bodies;
 - collaboration with allied parties, associations and other supporters of the CPDM candidate;
 - campaign meetings;
 - campaign equipment; and
 - the day before the vote and the day of the vote itself.

A- CPDM CAMPAIGN MANAGEMENT STRUCTURES

I- THE CPDM NATIONAL CAMPAIGN COMMITTEE

- a) The CPDM National Campaign Committee shall be located at the Headquarters of the Party Central Committee in Yaoundé.

- b) It shall be chaired by the **Secretary General of the Central Committee, CPDM National Campaign Coordinator**.
- c) The CPDM National Campaign Committee shall be responsible for designing, directing, organising and monitoring the implementation of the CPDM candidate's national electoral campaign strategy, as well as coordinating electoral operations on behalf of the Party in the country and abroad.
- d) It shall comprise the following bodies:

1- The Technical Secretariat:

- It shall be responsible for the:
 - CPDM campaign follow-up on behalf of the CPDM National Campaign Committee;
 - technical coordination;
liaison and contacts with various national institutions involved in the conduct of the presidential election;
 - activities and interventions of the Secretary General of the Central Committee, CPDM National Campaign Coordinator;
 - monitoring of vote counting operations throughout the national territory and abroad;
 - special operations and standby duties;
 - any mission entrusted to it by the Secretary General of the Central Committee, CPDM National Campaign Coordinator.
- The Technical Secretariat shall comprise:
 - the Head of the Technical Secretariat;
 - Members;
 - Rapporteurs.

2- The Sub-Committee on Communication:

- It shall be responsible for:
 - implementing CPDM's communication strategy for the presidential election;
 - managing the space allocated to the CPDM for the official campaign on CRTV;
 - controlling the airtime allocated to the CPDM and other political parties in the media;
 - relations with the media outlets;
 - managing any advertising space allocated to the CPDM candidate.
- The Sub-Committee on Communication shall comprise the:
 - Chairperson;
 - Vice-chairpersons;
 - Members;
 - Rapporteurs.

3- The Sub-Committee on Stewardship:

- It shall be responsible for:
 - Seeking and mobilising financial resources for the CPDM campaign;
 - contact with major contributors.
- The Sub-Committee on Stewardship shall comprise the:
 - Chairperson;
 - Vice-chairpersons;
 - Members;
 - Rapporteurs.

4- The Sub-Committee on Campaign Equipment:

- It shall be responsible for:
 - receiving, storing and distributing campaign equipment;
 - monitoring the distribution of campaign equipment to the various campaign structures;
- The Sub-Committee on Campaign shall comprise the:
 - Chairperson;
 - Vice-chairpersons;
 - Members;
 - Rapporteurs.

5- The Sub-Committee on Transport:

- It shall be responsible for the:
 - Campaign rolling stock;
 - transport of campaign equipment to the various sites;
- The Sub-Committee on transport shall comprise the:
 - Chairperson;
 - Vice-chairpersons;
 - Members;
 - Rapporteurs.

6- The Sub-Committee on Electoral Litigation and Vote Counting:

- It shall be responsible for the:
 - pre-electoral, electoral and post-electoral disputes;
 - accompanying and monitoring the participation of the CPDM in the Electoral Commissions and its representation in the polling stations;
 - legal assistance to campaign teams in the field.
- The Sub-Committee on Electoral Litigation and Vote Counting shall comprise the:
 - Chairperson;
 - Vice-chairpersons;
 - Members;
 - Rapporteurs.

7- The Campaign Cybernetic Unit:

- It shall be responsible for:
 - managing the digital space;
 - detecting any attack and manipulation directed against the CPDM campaign;
 - disseminating and promoting the speeches and programme of the CPDM candidate within the cyber space;
 - reacting to any misinformation campaign or online attack directed against the candidate;
 - preventing any manipulation involving the publication of false election results.
- The Campaign Cybernetic Unit shall comprise the:
 - Unit Head;
 - Members;
 - Rapporteurs.

II- THE CPDM REGIONAL CAMPAIGN COMMITTEE

- a) The CPDM Regional Campaign Committee shall be located in the chief town of the region. It shall be of a light format.
- b) The CPDM Regional Campaign Committee shall supervise the CPDM electoral campaign and coordinate electoral operations on behalf of the Party at the regional level. To this end,
 - it shall ensure the:
 - adaptation of the national CPDM campaign strategy to the regional context;
 - compliance with the guidelines of the National President with regard to the campaign axes;
 - Synergy between the CPDM, allied parties and the various supporters of the CPDM candidate within the region;
 - good relationships with all stakeholders in the presidential election at regional level.
 - smooth conduct of the electoral campaign within the region.
 - it shall ensure the coordination of the activities carried out by the CPDM Divisional Campaign Committees.
- c) The CPDM Regional Campaign Committee shall comprise the:
 - Chairperson;
 - Vice-chairpersons;
 - Members; and
 - Chargés de mission.

III- THE CPDM SPECIAL CAMPAIGN COMMITTEE

- a) The CPDM Special Campaign Committee shall be established both in Douala and Yaoundé.
- b) It shall be of a light format. It shall have the status of a CPDM Regional Campaign Committee. It shall act in synergy with the Regional Campaign Committee of the jurisdiction.
- c) The CPDM Special Campaign Committee shall be responsible for the organisation and conduct of the CPDM candidate's electoral campaign as well as the follow-up of the voting process both in Douala and Yaoundé. To this end:
 - It shall ensure the following:
 - strict application of the guidelines of the National President relating to the axes of campaign, in particular the gathering and the taking into account of the various local sociological components within the campaign teams;
 - empowerment of local personalities with proven powers of persuasion and influence;
 - breakdown of the area, taking account of sociological components;
- d) The CPDM Special Campaign Committee shall comprise the:
 - Chairperson;
 - Vice-chairpersons;
 - Members; and
 - Chargés de mission.
- e) The CPDM Special Campaign Committee shall be organised into Areas, Sectors, Sub-Sectors and Local Campaign Committees as follows:
 - **The Area:**
 - It shall cover the territory of a city council.
 - It shall be responsible for the CPDM campaign within the subdivision.
In this capacity,
 - it shall ensure the following:
 - establishment Sector campaign teams;
 - effectiveness of the permanent contact campaign within the Area;
 - relations with allied parties, associations and supporters of the CPDM candidate within the Area;
 - relations with the various institutional stakeholders involved in the electoral process;
 - it shall ensure the coordination of the activities carried out by the various Sectors.
 - The Area shall comprise: a Chairperson, Vice-Chairpersons, Members and Chargés de mission.

- **The Sector:**

- It shall cover the territory of a quarter.
- It shall be responsible for the effective management of the CPDM campaign within the quarter.

In this capacity,

it shall ensure the following:

- optimal functioning of the various Sub-Sectors
- effectiveness of permanent and close contacts with the population within the quarter;
- smooth distribution of campaign equipment within the quarter;
- collection of voter cards;
- accompanying scrutineers on polling day;
- supervising our voters, especially on the eve of polling day and on the voting day itself.
- monitoring the activities of competing candidates;
- The Sector shall comprise: a Chairperson, Vice-Chairpersons, Members and Chargés de mission.

- **The Sub-Sector:**

- It shall cover one Quarter block;
- It shall ensure the effectiveness of contacts at great proximity;
- It shall maintain constant and close contact with the population throughout the campaign by going door to door.
- It shall be responsible for:
 - coordinating the activities of the CPDM Local Campaign Committees;
 - supervising our voters, especially on the eve of the election and on polling day;
 - monitoring of the activities of competing candidates;
- It shall ensure the following:
 - proper distribution of campaign equipment;
 - collection of voters' cards
 - CPDM representation at polling stations;
 - accompanying scrutineers;
 - conducting and counting the votes.
- The Sub-Sector shall comprise a Chairperson, Vice-Chairpersons, Members and Chargés de mission.

- **The CPDM Local Campaign Committee:**

- It shall cover a block of houses in a Quarter.
 - It shall maintain close contact with the local population.
- In this capacity,

it shall:

- keep the premises lively at all times;
 - go from door to door throughout the campaign;
 - meet with people individually and in groups;
 - distribute campaign equipment locally;
 - provide support to our voters, especially on the eve of the election and on election day, and monitor the activities of competing candidates.
- it shall ensure the:
 - collection of voters' cards
 - CPDM representation at polling stations;
 - accompanying scrutineers;
 - conducting and counting the votes.
 - The Local Campaign Committee shall comprise a Chairperson, Members, and Chargés de mission.
- f) Campaign teams shall be streamlined in the Areas and Sectors. They shall be reinforced in the CPDM Sub-Sectors and Local Campaign Committees.
- g) CPDM militants, Quarter Leaders or Block Leaders shall be members of the campaign team in their area of jurisdiction.

IV- THE CPDM DIVISIONAL CAMPAIGN COMMITTEE

- a) The CPDM Divisional Campaign Committee shall be located in the capital of the Division. It shall be of a light format.
- b) The CPDM Divisional Campaign Committee shall be responsible for monitoring and supervising the election campaign activities of the CPDM candidate and for coordinating election activities on behalf of the Party in the Division.

In this capacity,

- It shall ensure the coordination of the activities carried out by the CPDM Communal Campaign Committees;
- it shall ensure the following:
 - adapting the CPDM's national campaign strategy to the divisional context;
 - Complying with the National President's guidelines regarding the campaign's focus areas.
 - monitoring the effectiveness of the election campaign in the localities of the Division.
 - distributing campaign equipment to the CPDM's Communal Campaign Committees.
 - fostering synergy between the CPDM, allied parties and the various supporters of the CPDM candidate within the Division.
 - maintaining good relations with all stakeholders in the presidential election at the level of the Division.

c) The CPDM Divisional Campaign Committee shall comprise:

- Chairperson;
- Vice-chairpersons;
- Members; and
- Chargés de mission.

V- THE CPDM COMMUNAL CAMPAIGN COMMISSION

a) The CPDM Communal Campaign Committee shall be located in the capital of the Sub-Division. It shall be of a light format.

b) The CPDM Communal Campaign Committee shall be responsible for implementing the CPDM campaign strategy and supervising voting operations at the level of the Sub-Division before, during and after the election. In this capacity, it shall ensure the:

- it shall ensure the coordination of the activities carried out by the CPDM quarter or Village Campaign Committees;
- it shall ensure the:
 - establishment and effective functioning of CPDM Quarter or village campaign committees;
 - effectiveness of the ongoing outreach campaign in the Sub-Division;
 - relations with allied parties, associations and supporters of the CPDM candidate in the Sub-Division;
 - relations with the various institutional stakeholders in the electoral process;
 - monitoring the distribution of voter cards;
 - appointment and formation of CPDM candidate scrutineers in polling stations.

c) The CPDM Communal Campaign Committee shall comprise:

- Chairperson;
- Vice-chairpersons;
- Members; and
- Chargés de mission.

VI- CPDM QUARTER OR VILLAGE CAMPAIGN COMMITTEES

a) The CPDM Campaign Committee is based in either the Quarter of an urban area or a village in a rural area. It is the fundamental organisational unit of the CPDM campaign and is responsible for implementing its strategy among the population. In this capacity,

shall be responsible for:

- maintaining constant and close contact with the population throughout the campaign by going door to door;
- It shall:
 - monitor the activities of competing candidates;
 - assist our voters, especially on the eve of the election and on polling day.

- It shall be responsible for:
 - distributing campaign equipment;
 - collecting voter cards;
 - representing the CPDM at polling stations;
 - assisting scrutineers;
 - conducting and counting the vote.
- b) The Quarter or Village Campaign Committee shall comprise:
 - Chairperson;
 - Vice-chairpersons;
 - Members; and
 - Chargés de Mission.
- c) Where appropriate, particularly to facilitate contact with the population, the CPDM Quarter or village campaign committee may be divided into CPDM campaign subcommittees by the president of the CPDM Communal Campaign Committee, upon recommendation from the chairperson of the relevant CPDM Quarter or village campaign committee.

VII- THE CPDM EXTERNAL CAMPAIGN COMMITTEE

- a) The CPDM External Campaign Committee shall be located in every area where the presidential election shall be organised abroad,
- b) It shall be responsible for coordinating the CPDM campaign and all election-related operations in the relevant area. In this capacity,
 - It shall:
 - supervise and coordinate of the election campaign, while ensuring it is conducted properly;
 - liaise with the CPDM National Campaign Committee;
 - appoint of party representatives to legal committees;
 - It shall ensure the:
 - withdrawal of voter cards;
 - Party's scrutineers' presence in polling stations;
 - conducting and counting the vote.
- c) The CPDM External Campaign Committee shall comprise of
 - Chairperson; and
 - Chargé de Mission.

B- CPDM CAMPAIGN MEETINGS

- a) The CPDM campaign strategy shall be fundamentally based on close proximity. It shall focus on direct contact to promote genuine interaction with voters, build trust and facilitate discourse tailored to the local context.
- b) However, large public gatherings, commonly referred to as 'meetings', shall continue to play an important role in the CPDM campaign. The visual and emotional impact

of these gatherings, the crowd dynamics and the collective energy they generate are powerful tools for mobilising support and sympathy for the candidate.

c) Rallies shall also enable us to demonstrate our candidate's strength and enhance the party's visibility.

d) Two types of meetings shall be recommended.

They shall be:

- The campaign launch meeting;
- The campaign closing meeting.

e) These major CPDM campaign launch and closing meetings shall be organised at communal level and coordinated by the Divisional Campaign Committee, under the supervision of the Regional Campaign Committee.

f) This choice shall aim to strengthen ties with voters, promote local dynamics and ensure greater ownership of the campaign by grassroots militants.

g) Field visits by the Regional and Divisional Campaign Committees shall not be considered meetings. Under no circumstances shall they demobilise field teams. They shall provide essential support to local teams.

C- CPDM CAMPAIGN EQUIPMENT

a) Campaign equipment shall consist of various gadgets and communication media. Such equipment shall be an essential component of the CPDM campaign.

b) The distribution of campaign equipment shall be strategic, rational and equitable. They shall be distributed in a way that broadens the CPDM's support base while avoiding any frustration that could discourage people from voting for our candidate.

c) Campaign equipment shall be intended exclusively for the campaign. It is therefore important to avoid:

- the concentration of gadgets in certain areas or in the hands of a few individuals;
- storage for future use;

D- CPDM REPRESENTATION IN STATUTORY ELECTORAL BODIES

a) The CPDM's representation on electoral commissions at all levels shall be a key strategic issue for maintaining the transparency of the election and defending the party's interests.

b) These bodies, provided for in the Electoral Code, shall be responsible for monitoring, controlling, and protecting the vote.

They shall be:

- Commissions Charged With Supervising the Issuance and Distribution of Voter Cards;
- Local Polling Commissions;
- Divisional Supervisory Commissions;
- National Commission for the Final Counting of Votes;
- Polling Stations.

- c) It shall be necessary to appoint loyal and competent comrades who are committed and have a good command of the rules of the electoral game as well as the functioning of the above-mentioned commissions.
- d) Within said commissions, Party representatives must demonstrate discipline, composure, resolve, and unwavering loyalty. They shall embody the party's authority and defend its interests calmly and methodically within the legal framework.
- e) Their role in consolidating our candidate's victory shall be decisive, as no vote should be lost, neglected or compromised.

E- COLLABORATION WITH ALLIED PARTIES, ASSOCIATIONS, AND OTHER SUPPORTERS OF THE CPDM CANDIDATE

- a) Collaboration with allied parties, associations and other supporters shall be a key asset for strengthening the support base for the Party's candidate.
- b) Collaboration with these partners shall be based on mutual consideration, respect, trust and open communication.
- c) Working sessions to harmonise joint actions and allocate tasks shall be organised with locally identified partners before the campaign launch.
- d) The collaboration thus recommended shall be exclusively be within the framework of the presidential election campaign.

F- THE EVE OF THE ELECTION AND THE POLLING DAY ITSELF

- a) Campaign teams shall pay particular attention to activities carried out on the last day of campaign and on election day itself, as well as the day before the election. They shall ensure that voters actually go to the polls and fulfil their civic duty. Vigilance shall be required until the last polling station closes.
- b) Voting supervision shall be an essential task entrusted to the CPDM's scrutineers and representatives in each polling station. Their presence shall guarantee the protection of votes cast in favour of our candidate and discourage fraud in favour of our opponents.
- c) Once voting is completed, the counting of ballots and production and collection of reports shall be closely monitored to secure the results and prevent manipulation of the ballot box. This shall be a delicate phase that requires method, speed and coordination.
- d) An election victory shall be won at the ballot box, but defended in the hours that follow. This is why campaign team members shall be mobilised and available until the end of the process.
- e) Special monitoring and permanent surveillance shall be reserved for the use of mobile phones in polling stations by our opponents.

G- FINAL REMARKS

- a) Upon proposal by the Sub-Committee on Litigation and Electoral Counting of the CPDM National Campaign Committee, the Secretary General of the Central Committee and CPDM National Campaign Coordinator shall appoint legal assistants

in each CPDM Divisional Campaign Committee and in the Douala and Yaoundé Areas, to accompany and advise the campaign teams in the field.

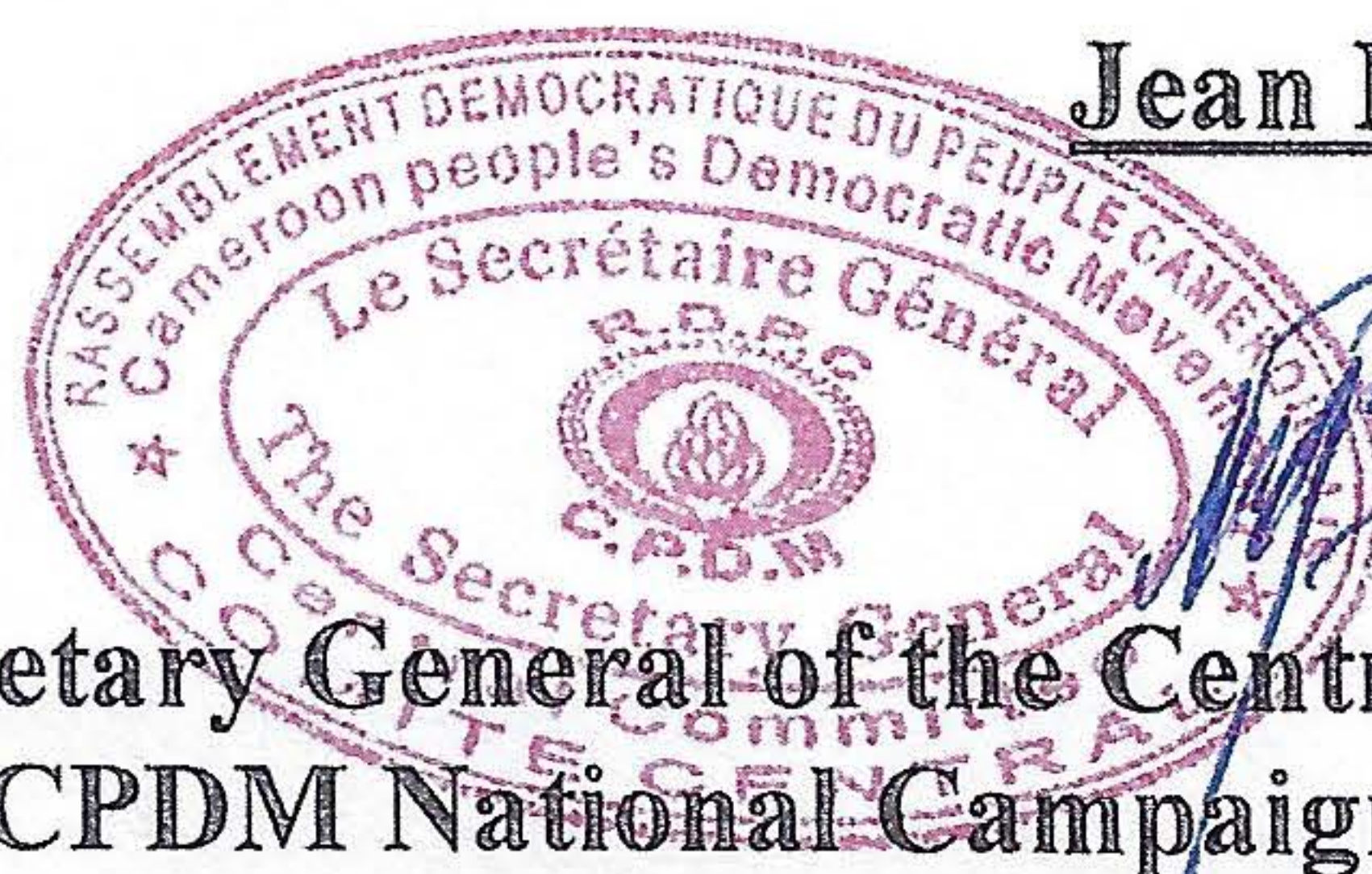
b) Traditional Rulers who are CPDM militants shall contribute as members of the CPDM campaign committees as follows:

- 1st Class Traditional Rulers, Members of the CPDM Regional Campaign Committee or Special Campaign Committee;
- 2nd Class Traditional Rulers, members of the CPDM Divisional Campaign Committees or campaign teams within the Areas in the Special Committees;
- 3rd Class Quarter Heads or Traditional Rulers, members of the CPDM Quarter or Village Campaign Committees.

c) A campaign guide shall specify the practical arrangements necessary to implement the provisions of this Note. The Chairpersons of the various CPDM Campaign Committees shall be responsible, each as far as they are concerned, for ensuring its strict application.

Yaoundé, 23 JUL 2025

Jean NKUETE



The Secretary General of the Central Committee,
CPDM National Campaign Coordinator.