

SDP is  
**the ALTERNATIVE**  
*... in the face of grave and grievous challenges*



**Contributions from Ondo State**

**October 2017**

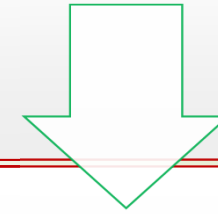
# The Key Issues

- 1.** Nigeria is not where we expect it to be. It may be called a Failed State or ailing State. It is unacceptable
- 2.** PDP, APC, sometimes hardly indistinguishable have ruled Nigeria for the last 18 years
- 3.** Injustice, corruption & “money for vote” elections have led to economic crisis, massive youth unemployment and pervasive poverty
- 4.** Neither APC nor PDP has shown adequate signs and readiness to take Nigeria out of the woods; yet the people are suffering, infrastructures are failing and economy is plummeting
- 5.** In the face of these challenges, the emergence of SDP as an alternative becomes compelling

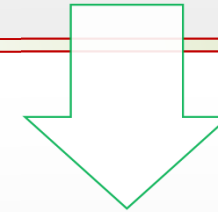
# *why* **SDP**



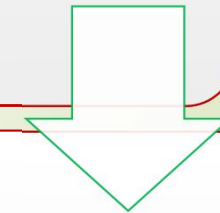
**SDP is Inspired by Vision,  
Stimulated by Genuine Desire  
to Serve**



**WHITE HORSE: A symbol of  
Freedom, Strength and Dignity.  
It is attractive and easily  
identified on posters and ballot  
papers**



**GOVERNANCE: The Party  
Chairman is a credible elder  
statesman, Chief Olu Falae,  
GCON, CFR whose leadership  
is guided by rule of law,  
internal democracy and  
integrity**



**SDP BRAND: A popular brand  
with wide geographical spread;  
a name that was tested,  
trusted and voted for by  
Nigerians in the 3<sup>rd</sup> Republic**

## What SDP Stands For

In a nutshell, Social Democratic Party, SDP stands for the following:

- 1.** To break the vicious cycle of endemic poverty and political crisis in Nigeria
- 2.** To pursue genuine development, social justice, equity, empowerment and life more abundant for people of Nigeria irrespective of their callings, religions, beliefs, class or ethnicity
- 3.** The import of what the party represents is evident from its symbol which stands for strength, no blemish and dignity

## Cardinal Goals of SDP

The Four Cardinal Programmes of the SDP are to pursue the following in Government for the people:

- 1. Electricity for all**
- 2. Jobs for all**
- 3. Food for all**
- 4. Zero Tolerance for Corruption in all**

## Youths Oriented Manifesto of SDP

- **Social Justice and Prosperity**
- **Zero tolerance for corruption**
- **Free Education at primary and secondary**
- **Free Medical Care for Children and the elderly**
- **Employment generation and Welfare Scheme**
- **Massive agricultural and infrastructural development**

## Youths Targeted Goals

SDP goals which specifically relate to youths are:

- Youth and Women Empowerment
- Community Emancipation
- Wealth creation for sustainable development
- Massive agribusiness, agriexport and agripneurship
- Improved services for all

## SDP's Approach to Internal Mobilisation

### ***Internal Mobilisation:***

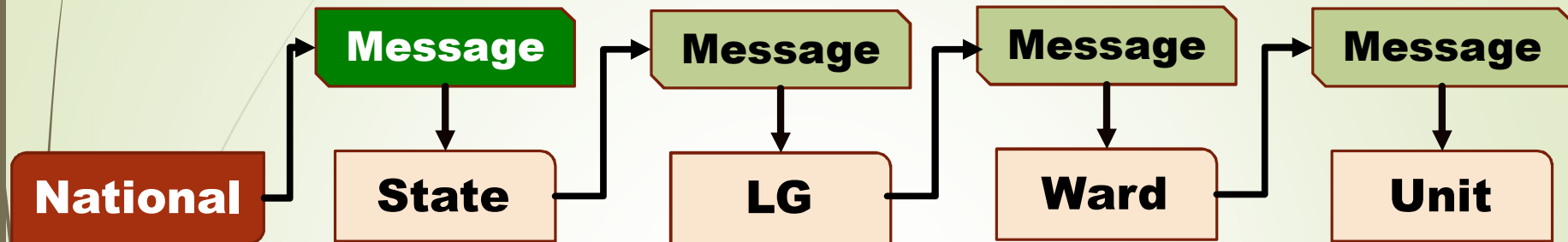
- This is the mobilisation of members of the party to enable them know how SDP is positioned to be a viable alternative platform for progress
- This is implemented in a Top-Down approach by meetings of Executives and members of the party from the State down to the LGs; LGs to Wards and Wards to the Units
- This is loosely called "***Penticostisation***"



## SDP's Approach to External Mobilisation

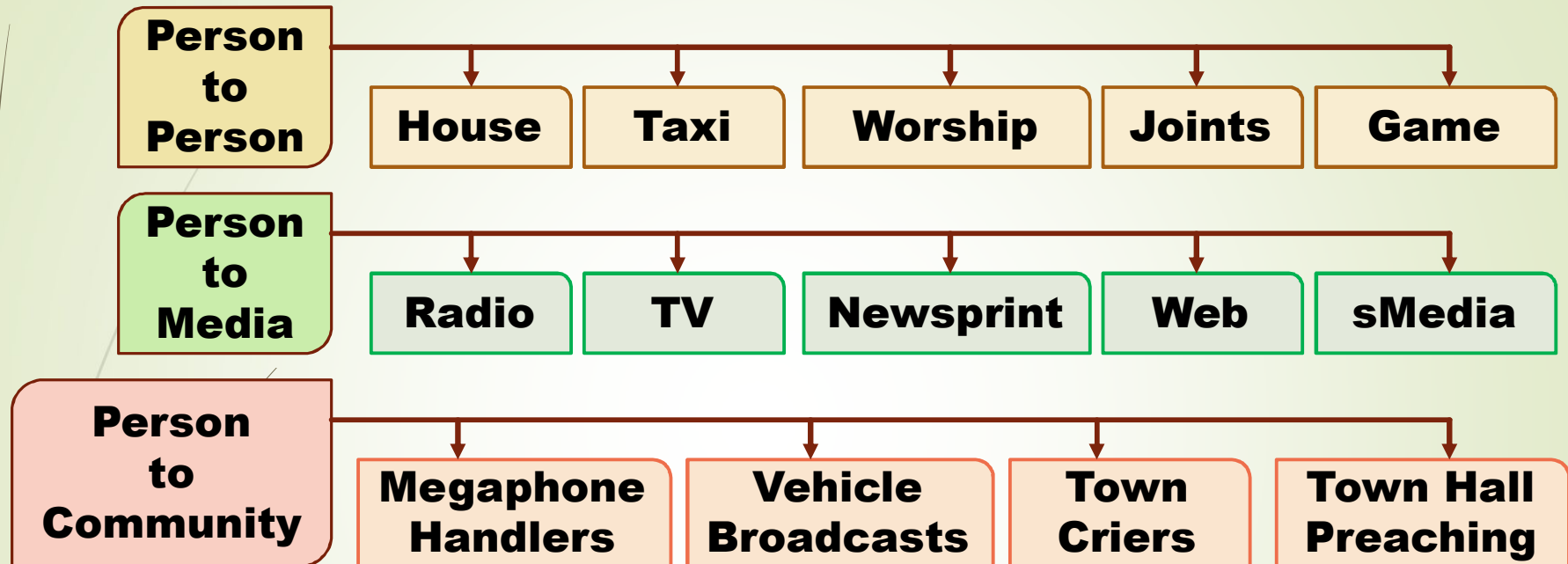
- This is the mobilisation of the public by Party members after they (members) have been properly enlightened & prepared
- This is carried through following channels:
  - People to Media- *radio, tv, print, online*
  - People to People- *houses, taxis, joints etc*
  - People to Community- *town crier, vehicle*
- This is loosely called “***Evangelism***”

## Top Down Process of “Penticostisation”



- National Exco sets campaign direction & focus; sends special **message** to State Exco
- State Exco convenes meetings to pass focusing **message** to the LGs
- LGs meet to convey **message** to Wards
- Wards meet to brief & pass **message** to Units
- All party members become **message** disciples

# Wide Process of “Evangelism”



- Once party members receive the **message**, they become armed and start to “evangelise”
- Three major channels to use are *Person to Person*, *Person to Media* and *Person to Community*

## What Next?

- ▶ **Join the Train now to move Nigeria Forward for a better country for the youths and future generation**
- ▶ **Contact the SDP Secretariat in your State**
- ▶ **Telephone numbers of *SDP Campaigner-in-Chief* for each of the 36 States and FCT are available at:**  
**[www.sdp.com.ng/contact](http://www.sdp.com.ng/contact)**