**CAMPAIGN CONCEPT NOTE**

***Lighting the Youth Nation*  
Western Youth Member of Parliament (2026–2031)  
AINEBYONA NICHOLAS  
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**1. Background**

The youth of Western Region represent the most dynamic and resourceful demographic in Uganda today, yet they continue to face persistent challenges—unemployment, exclusion from leadership, limited access to skills and capital, and a lack of meaningful representation in Parliament. The 2026–2031 election cycles presents a unique opportunity to change this narrative.

**2. Campaign vision**

To ignite and empower a generation of youth leaders, change-makers, problem solvers and patriotic citizens through credible value-driven political representation in national parliament

**3. Slogan**

***“Lighting the Youth Nation”*** *–* a movement of hope, empowerment, and active patriotic citizenship.

**4. Core objectives**

* To win the 2026 election through a transparent, inclusive, and issue-based campaign.
* To raise awareness and build support for youth-centered legislation and development programs.
* To inspire civic engagement and political education among youth.

**5. Strategic pillars of the campaign**

1. Youth economic empowerment:
2. Education and skills:
3. Health & Wellbeing:
4. Civic participation:
5. Digital transformation:

**6. Target Audience**

* Three (3) National youth council college voters aged 18–30 at the sub county level
* Two student representatives nominated by UNSA, two youth among the PWDS
* Unemployed and underemployed youth including student leaders in the institutes of higher learning.
* Youth in agriculture, arts, and informal sectors

PROPOSED BUDGET BREAKDOWN (Estimated)

|  |  |  |  |
| --- | --- | --- | --- |
| **Category** | | **Detail** | **Estimated costs** |
| Campaign materials | | Posters, banners, t-shirts, flyers, stickers | 8,000,000 |
| Community outreach events | | Youth town halls, stakeholder meetings, transport, refreshments | 15,000,000 |
| Media & Communications | | Radio talk shows, jingles, video production, social media boosting | 8,000,000 |
| Volunteer mobilization | | Campaign team/ political focal persons across the region | 6,000,000 |
| Transportation & Fuel | | Campaign travel across the region | 10,000,000 |
| Printing & Documentation | | Manifesto booklets, concept notes, proposal packages | 3,000,000 |
| Legal & Compliance | | Nomination fees, legal advisory, regulatory filing | 5,000,000 |
| Contingency / Emergency fund | For unexpected costs or opportunities | | 5,000,000 |
| **Total** |  | | **60.000.000 Ug.x** |

**Forms of Support**

|  |  |  |  |
| --- | --- | --- | --- |
| Cash contributions | Mobile Money | | **0773695668** |
| **0759070886** |
| Bank Transfers | *Stanbic bank* | **9030021639280** |
| *Pride bank* | **4904803012993057** |
| In-kind donations | Media and call airtime, venues, printing services, transport means and fuel, etc. | | |
| Volunteer support | Mobilization of the NYC at sub county and district level | | |

Your humble servant,  
**AINEBYONA NICHOLAS**

  
Parliamentary Aspirant – Western Youth MP 2026–2031