

Table of Contents

CHAPTER 1 - FORMATION PRINCIPLES	2
1.1 Party Establishment	2
1.2 Vision Statement	2
1.3 Mission Statement.....	2
1.4 Party Values	2
1.5 Party Principles	3
1.6 Party Objectives.....	5
1.7 Party Operations	8
CHAPTER 2 - PARTY IDEOLOGY	9
2.1 Justification for the Party's Ideology	9
2.2 Alignment of Party Name with the Party Ideology	9
2.3 Alignment of Party Values, Principles, Objectives with Ideology	9
2.4 Alignment of Party Symbol and Colours with Party Ideology	10
2.5 Alignment of the Slogan with SFUP's Ideology	11
CHAPTER 3 - LEGAL FRAMEWORK AND COMPLIANCE	12
3.1 The Constitution of the Party	12
3.2 The Constitution of Kenya	12
3.3 The Political Parties Act	12
3.4 The Elections Act and IEBC Acts	12
CHAPTER 4 - POLICY DEVELOPMENT THEMES (PDT)	13
4.1 Theme 1: Social Aspirations:.....	13
4.2 Theme 2: Economic Aspirations:	13
4.3 Theme 3: Governance Aspirations:	14
CHAPTER 5 - IMPLEMENTATION STRATEGIES	15
5.1 Key Implementation Strategies:.....	15
5.2 Strategic Policy Implementation Timeframes (SPITs)	15
5.3 Monitoring and Evaluation	16
5.4 Risk Management.....	17
CHAPTER 6 - IDEOLOGY COMMUNICATION AND DISSEMINATION STRATEGY	18
6.1 Communication Strategy	18
6.2 Develop a Media strategy	19
6.3 Digital Marketing Strategy	20
CHAPTER 7 - MISCELLANEOUS.....	21
7.1 Allegiance to the Statement of Ideology	21
7.2 Amendment of the Statement of Ideology	21

CHAPTER 1 - FORMATION PRINCIPLES

1.1 Party Establishment

Shikana Frontliners for Unity Party (SFUP), hereinafter referred to as "the Party" or "SFUP", is a structured political organization founded on the principles of unity, truth, rule of law, social justice, and sustainable prosperity by individuals to support an overarching ideology on good governance and national development. The formation of the Party was formed from a reflection on the social economic state of the country by individuals with professional backgrounds in law, finance, regulation, healthcare, real estate, commerce, sustainability, culture, sports, and heritage. Collectively, the founding members of SFUP bring together a diverse array of expertise and experiences that mirror a multifaceted ability to understand and address the complex challenges facing the nation. The party is established to serve as a platform for contesting elections, unifying citizens from all backgrounds under a shared vision, and electing credible leaders into public office. The party emphasizes on a balanced approach that integrates experience, innovation, and integrity to drive positive transformation.

1.2 Vision Statement

To secure upright, safe and progressive communities by creating for them a prosperous socio-economic environment that guarantees equal opportunities for all Kenyans to reach their personal goals and collective aspirations.

1.3 Mission Statement

To continue building a democratic social order that honors the completeness of the law and the absolute consciousness of the Kenyan people while being guided by divinity that shows us the way of life so that everyone can speak the truth in love and act in peace and unity as those who are going to be judged according to their works.

1.4 Party Values

SFUP believes in its party vision, mission and ideology. Pursuant to the provisions of Article 10 of the Constitution of Kenya, we shall achieve a just, morally upright and prosperous society based on but not limited to the following national and traditional values:

- Limited Government;
- Sovereignty of the People;
- Respect to the Rule of Law;
- Supremacy of Constitution;
- National and Personal Security;
- People's Consultative Assembly;
- Personal and Collective Responsibility;
- Strong Families and Caring Communities;
- Equal Citizenship and Opportunities for All;
- Informed Individual Choices and Freedoms;
- Sustainable Development of our Environment;
- Loyalty to our country and its Democratic Principles;

Competitive Enterprise and Rewards for Achievement;
Integrity, Transparency and Accountability of Public Servants;
National, Regional and International Cooperation and Mutual Respect.

1.5 Party Principles

The party is further founded and guided in all its decisions and policies by the following social-economic principles: -

That the Constitution of Kenya 2010 is the Supreme document of Kenya and should be honoured by the individual, the family, the society, the government and the foreigners, so that we can create a just republic in which all the citizen are the true sovereign;

That the Loyalty to a Sovereign and United Kenya, is governed by the supremacy of the rule of law, a just executive, an enlightened legislature and transparent judicial institutions that protects the integrity of Kenyan people at all times;

That the Purpose of Kenya as a sovereign state and its government, must be guided by reflective and prudent leadership and fiscal management that creates a climate wherein individual initiative are rewarded, excellence is pursued, security and prosperity is guaranteed;

That the devolved system of government (County Operative) is the best expression of the Diversity of our country and that there shall be a balance between fiscal accountability and a progressive social policy in respect to the individual rights and collective responsibilities of all Kenyans;

That a good and responsible government is attentive to the people it seeks to lead and is willing and ready to protect their rights and ensure that they are adequately represented at all times by people who conduct themselves in an ethical manner and display integrity, honesty and concern for the best interest of all;

That the natural resources of Kenya belong to all the people of Kenya and a responsible government must promote sound macroeconomic, and environmental management policies that shall in turn guarantee equal access to resources and opportunities for all Kenyans. A mix of fiscal policy, public investment, and private initiative will drive this change. This means that everyone should be able to benefit from the opportunities and institutions that make an economy;

That sustainable development, protection of all public utilities and national wealth, is executed for the benefit and betterment of the lives of all Kenyans including future generations. It's imperative that we greatly diversify our economy through the adoption of wealth creation policies that encourage the development of all sectors including agricultural production and manufacturing.

That the party must adhere to the policy of rotational selection of candidates for public elective and appointed positions, through a transparent and accountable nomination and election process as provided for in this constitution and other rules;

That all political authority comes from the people by democratic means, including universal suffrage, regular free and fair elections conducted through a secret ballot or any other transparent means as may be determined from time to time;

That the People's Consultative Assembly shall be made up of the Kenyan people of all walks of life who will debate on changes in laws, policies, governance and the appointment of their representatives;

That all the people of Kenya can pursue national developmental programs and policies that are responsive to their needs and have the potential of bringing economic empowerment. Our approach will greatly depend on a more active, dynamic and strategically smarter and focused government that works in partnership with businesses, trade unions, local leaders, and devolved governments.

That human beings are a part of the natural world and this world is finite, therefore ecological sustainability of the life-systems on earth, is paramount; resolution of any environmental issues will require a nation-wide movement by the people of Kenya;

That the same basic human rights, as enshrined in the Kenyan Constitution of 2010, shall apply to all the people, regardless of race, marital status, gender, age, religion, disability or political belief;

That the integration of Kenyan people is esteemed as the greater sum of strong parts reflecting the social, cultural and economic diversity and that our moral and traditional values must be respected;

That all Kenyans, at the right age have the responsibility to provide for themselves, their families and their dependents, while recognizing that government must respond to those who require social protection, assistance and compassion;

That unlimited material growth is impossible, therefore the key to social responsibility should be governed by co-operation, as the main economic factor rather than uncontrolled, unhealthy and unfair competition. Our approach will greatly depend on a more active, dynamic and strategically smarter and focused government that works in partnership with businesses, trade unions, local leaders, and devolved governments.

That all Kenyans, both individually or in groups, are entitled to dignity, respect and the opportunity to work and own wealth or property for their own use;

That the participation of women, youth, minorities, the disabled and any other disadvantaged groups is fully realized in the management of public affairs through the right and acceptable affirmative actions. It means being pro-poor, pro-business, pro-worker, pro-development and pro-growth, but growth and development can only come from investing in the people.

That all Kenyans should have equal access to quality education, health, social, justice, equal opportunities and be dignified irrespective of their ability to pay, ethnicity, social-economic position, cultural, political, religious, gender, legal spheres, or wealth;

That the party promote the creation of a conducive environment for the operation of the co-operative movement, trade unions, professional organizations, welfare associations and non-governmental organizations so as to garner their support in building a strong foundation for a democratic order of governance in Kenya;

That all political authority belongs to the Kenyan people by sovereign means and ensure equitable representation of all peoples at all levels of governance of the country;

That non-violent conflict resolution is a viable process by which ecological wisdom, social responsibility, and appropriate decision making is implemented and used to protect the constitutional values of liberty, social justice and equality of the Kenyan people;

That Kenya should accept its obligations among the nations of the world through the promotion of global peace, international co-operation and mutual Respect;

That all Kenyans can work with any local, national, regional or international organization whether governmental or non-governmental in the promotion of the nation's interests;

That all Kenyans have a right to affiliate with religious based organizations of their choice to enhance their spirituality provided such affiliation is not outlawed by any authority or legal statutes;

That all these foundational principles shall facilitate the creation of a well-designed systems of governance, planning, execution, monitoring and evaluation of all party activities that are aimed to benefit all of its members and the people of Kenyan.

1.6 Party Objectives

That in pursuance of the fundamental Ideals, Vision and Mission of the Party, based on the above principles, the governance of the Party shall strive to adhere to the following objectives: -

- To establish a new, viable and effective Political Culture which places the citizen at the centre of governance and maximize on the Unity of Purpose in which to base the pursuit of the party's objectives without regard to creed, cultural and ethnic affiliation, gender or age, linguistic, religious diversity of its members;
- To maintain registration and existence as a political party with the Office of the Political Parties of Kenya with the name Shikana Frontliners for Unity Party (SFUP) and establish such organs and management structures as may be necessary for the purpose of giving effects to the Policy and Direction of the Party and form branches countrywide to recruit members to the Party;
- To advocate for, promote and protect an Egalitarian Society founded on freedom, equality, justice, national consciousness, integration, dialogue, and reconciliation principles;
- To pursue, promote and protect the right to fair labour practices, create decent work and job opportunities for every person, including people with disabilities and minority in order for all to fully integrate and secure a return commensurate with their labour, or contribution;
- To work towards fundamental political, electoral, judicial and governance reforms listed below:
 - Effectively separate powers of the executive, legislature and judiciary with appropriate checks and balances;
 - Political reforms which make elections truly democratic, representative and transparent and curb electoral malpractices;
 - Effectively empower the County Governments in all respects as participative tiers of constitutional governance in a manner that authority and accountability fuse;
 - Speedy, accessible, effective and affordable justice at all levels for all citizens, as prescribed in the law;
 - Insulate crime investigation from the vagaries of partisan politics and to make police effective, citizen friendly, accountable and just in all respects;

Pursue other forms of reforms such as public services reforms, land reforms, agricultural reforms, police reforms, health reforms that will make all government agencies to effectively function;

Uphold the independence of the media, judiciary, constitutional commissions, and independent state offices;

To develop a manifesto of the party that bears the aspirations of the people of Kenya and implemented by all organs of the party and the government if elected under the platform of the Party and to possess the necessary capacity to drive projects, policies and programmes of the party so that we can deliver on the agreed-upon mandate. The Manifesto and the strategic plan of the party shall be developed by a committee of National Executive Committee (NEC). The documents shall be developed once in five (5) years;

To build a sustainable economy which attracts and retains the intelligence, skills and efforts of all citizens, promote and implement sustainable development policies aimed at revolutionizing every sector of our economy, and create employment. Party policy documents shall be originated by secretaries to the various organs or committees or commissions for approval and implementation by NEC, committees or sub committees or any other organ designated by NEC;

To build safe communities and quality homes for every family in both the urban and rural areas, address the 'land issue' through a fair and humane process;

To accord every member of the party the right to seek for office through free, and fair nomination and endorse, elect and support competent men and women of the party for elective and appointment positions at the national, county and local levels;

To embrace grass root participation in national elections where we uphold the principles of universal suffrage that will allow the free will of the people to elect a transformational government;

To participate in all elections for the purpose of winning and forming a government for the people, by the people and founded on constitutional order and the principles of good governance;

To mobilize financial resources for the Party by any acceptable means, including but not limited to, borrowing, donations, grants or technical support from Organizations, individuals and likeminded institutions locally and overseas, pledging, mortgaging or charging Party property to secure loans, investing any of its monies in securities or ventures or through any other initiatives deemed acceptable by law;

To be a means by which the people are able to voice and fairly express the diversity of their opinions and outlooks on any matter affecting their lives, their welfare, their environment and to promote economic development and prosperity for all through improved quality of life, employment opportunities, quality education, healthcare and national development programs and policies;

To maintain regular engagement with the community and ensure they are in touch with what is happening around them, the country and the world and involve them in all policy development processes which culminates in the adoption of policy resolutions that becomes the Party's Position;

- To mobilize all the party members to petition the parliament on pertinent matters that affects common mwananchi, including to enact, amend or repeal any legislation that is deemed unfavourable to the wellbeing of the people;
- To ensure that all our efforts substantially improve the quality of life of our people through protection of the rights of all Kenyan workers and promote the full participation of women, youth, persons living with disabilities, minorities, any other disadvantaged and/or marginalized groups in the management of public affairs and national development;
- To promote the principles and objectives of devolution through enhanced sound economic and fiscal policies that guarantees accountable, prudent and equitable usage of public resources institutionalize good governance so that we can eradicate corruption, nepotism, sectarianism, mediocrity, tribalism, misuse and abuse of public office;
- To promote public awareness and civic education about social and economic empowerment and encourage healthy debate on public discourse on matters corruption and wrong governance and continue to defend the right to assembly and peacefully demonstrate in line with our constitution and international law. The life and property of every person is a sacred trust, which must be protected;
- To strengthen National and County Assemblies and their respective committees for effective operation of both levels of government and ensure that the parliaments do not exclude the public from having their say through involving them in public participation forums to freely exchange ideas and pertinent information;
- To ensure that every family in rural or urban, gets access to basic amenities of life including housing, sanitation and social security and fight for the Right of Every Child to be nurtured, their talents to be invested in, their emotional, physical, psychological, mental health and well-being are realised, protected and secured;
- To develop schemes of awards, recognition, distinction of merit to honour persons, institutions or organizations that has rendered exemplary services to the Party and nation or otherwise contributed to the advancement of Party's interests and objectives;
- To preserve our national heritage, history, cultural diversity as Kenyans of all spheres, our national monuments, historical sites, and archives for the good and enjoyment of posterity as well as enhance sound environmental management and conservation policies;
- To protect the rights of all Kenyans who are disproportionately at risk of the ugly phenomenon of murder, crimes against children, violent or hate or organised crime, political assassinations, drug trafficking, police brutality and profiling, kidnapping and extortion, possession of illegal guns, theft and sabotage of public infrastructure, and public corruption. No one in Kenya and world is above the law;
- To promote Kenya's participation in global political, economic, and social affairs and to support the advancement of regional and global peace, cooperation and integration while at the same time we defend our national sovereignty and eliminate all forms of social vices such as foreign aggression

and invasion, domination, influence, imperialism, neo-colonialism and ideologies that are considered to be a threat to the well-being of our nation and national security;

To co-operate with African nationalist movements and likeminded organizations as well as work with any local, national, regional, or international likeminded organizations in the promotion of our country's best national interests and in pursuit of mutual respect and the peaceful co-existence of the diverse communities of our country;

To participate in Coalition Building, Mergers and Alliance Formations with likeminded parties that are pursuing similar objectives as the party and to do all such things political or otherwise which in the opinion of the Party, are incidental or conducive to aid in the attainment of any of the above objects of the Party.

1.7 Party Operations

In seeking to fulfill the Ideals and Governance Objectives above, the Party shall focus its activities on the following key operational objectives:

To maximize the membership of the Party amongst all Kenyans with similar social, economic and political views;

To maximize the value of servant leadership, by ensuring every member wherever possible has equal opportunity to participate in policy generation, candidate selection, election and other party activities;

To ensure the best possible candidates are competent men and women who are democratically elected or appointed to represent the party in parliament and at all party levels or in public office;

To ensure the party is prepared to contest in all elections and conducts its election campaigns to the highest quality, whenever it is required to do so;

To be able to raise moneys to campaign for the Party, to support the fundamental purposes of the Party and fund its effective operation;

To promote devolution and democratically pursue the purpose of the party without any form of discrimination.

To deliver effective government, offer strong leadership and progressive change, good public services, implement our manifesto and commit to work together with everyone to deliver positive change;

To deliver investments to be done by the party. The approved proposals shall be implemented by the Secretary General, Treasurer and a committee of National Executive Committee.

2.1 Justification for the Party's Ideology

The Shikana Frontliners for Unity Party (SFUP) aligns itself with **Conservatism**, which is a far right-wing nationalist philosophy born from a deeply-rooted power that is vested on the people and their fundamental push to preserve our traditional values and social order and opposing sudden radical changes to established government and social systems so as to preserve a morally stable, cohesive and just society.

The party recognizes Kenya as a product of the anti-colonial struggle and the broader independence movement that led to the end of British rule. This historical context, marked by conflict, social upheaval, and injustice, gave rise to an intensified search for our **Nation's Consciousness** - manifested through **National Identity, National Autonomy, National Pride and National Unity**. Patriotism and loyalty to the Republic of Kenya holds the view that for Kenya to progress and realize the aspirations of citizens' lives, effective leadership should be at the core of building robust institutional frameworks and systems.

2.2 Alignment of Party Name with the Party Ideology

The "**Shikana Frontliners for Unity Party (SFUP)**" is not merely a name - it is a declaration of purpose and ideology. SFUP's name reinforces its mission to safeguard Kenya's identity, promote responsible leadership, and uphold conservative principles that prioritize stability, sovereignty, patriotism and cultural continuity.

Shikana - Unity through Shared Values

Derived from Swahili, "**Shikana**" means "**Unite**", symbolizing the party's central commitment to National Unity, Social Cohesion, and Collective Responsibility. This aligns with conservative ideals that prioritize Social Order, Stability, and Moral Continuity. It also signifies the patriotic solidarity forged during Kenya's anti-colonial struggle - invoking a sense of national consciousness rooted in shared history and destiny.

Frontliners - The People as Pillars of the Nation

"**Frontliners**" represents "**Ordinary Kenyan Citizens**", particularly the working class and nation-builders. This term reflects the party's belief in power vested in the people, consistent with right-wing populist nationalism. It affirms that the people are not only beneficiaries of national progress but also its defenders, tasked with upholding Kenya's moral fabric, traditional values, and cultural sovereignty.

Unity - A Cohesive and Just Society

The term "**Unity**" reinforces the party's goal of building a morally grounded, stable, and inclusive nation. It emphasizes oneness through shared national values, as opposed to liberal pluralism or divisive radical reforms. This favours the strengthening of institutions, historical and constitutional grounding, patriotism, and principled governance.

2.3 Alignment of Party Values, Principles, Objectives with Ideology

SFUP's foundational values such as limited government, sovereignty of the people, respect for the rule of law, national loyalty, strong families, and individual responsibility - reflect core tenets of conservatism. By upholding the supremacy of the Constitution, personal freedoms, and informed choice, SFUP reinforces the conservative belief in constitutional authority, legal order, and individual agency.

The party's principles further solidify its ideological stance by advocating for institutional stability, ethical leadership, and fiscal prudence. SFUP calls for loyalty to a sovereign and united Kenya, transparent governance, and prudent economic stewardship, all of which echo the conservative emphasis on national cohesion and responsible governance. The party's approach to devolution - ensuring local representation while maintaining national unity, demonstrates a conservative balancing act between decentralization and central authority.

Operationally, SFUP translates its conservative ideals into actionable objectives aimed at fostering a just and prosperous nation. These include strengthening grassroots participation, promoting family and community values, encouraging a market-driven economy with social safeguards, and ensuring inclusive but merit-based access to public office. By embedding conservative principles into its governance agenda - ranging from electoral integrity to national sovereignty - the party positions itself as a right-leaning force that seeks gradual, value-driven development anchored in Kenya's historical legacy and national identity. The party supports reforms that are gradual and constitutionally anchored, focusing on the empowerment of citizens, respect for cultural heritage, and protection of Kenya's sovereignty.

2.4 Alignment of Party Symbol and Colours with Party Ideology



The Shikana Frontliners for Unity Party (SFUP) has intentionally used its party symbols and colours as a visual articulation of its conservative, right-wing nationalist ideology. Each component - the mountain deer, the mountain, and the rings of colour are described as follows:

Mountain Deer: A Conservative Emblem of Purposeful Leadership

The mountain deer, known for its grace, intelligence, and calm disposition, symbolizes leadership through wisdom, restraint, and spiritual depth. The mountain further amplifies these values. It tells the story of a nation climbing toward prosperity through value-based leadership, unity in diversity, and unyielding loyalty to tradition and country. The ascent up the mountain metaphorically reflects Kenya's post-colonial journey: not through radical upheaval, but through persistence, unity, and strong institutions. Together, the deer and mountain embody SFUP's call for value-driven governance, where resilience and tradition serve as the foundations for national development and cohesion. Anchored by the mountain deer and enveloped in symbolically rich colours it embodies the spirit of Kenyan conservatism: strong, stable, morally grounded leadership, and resistant to radicalism. The imagery and meaning coalesce into a singular message: Kenya's future must be built on the enduring strength of its past.

The Rings of Colour: Conservative Ideological Meanings

Royal Blue Inner Ring

Symbolizes: Faith, Renewal, Prosperity, Unity, and Security

Correlates with SFUP's ideology as it emphasizes on: Patriotism and Loyalty to Kenya, Cohesive National Identity, Adaptability without abandoning tradition

This inner ring reflects conservatism's core belief in cultural continuity, cautious adaptation, and institutional harmony, rejecting erratic reform in favour of purposeful national evolution.

Golden Brown Middle Band

Symbolizes: Authenticity, Loyalty, Nurturing Leadership, and Moral Grounding

Correlates with SFUP's ideology as it emphasizes on:

Family-Centered Social Order, Integrity in Governance, National Values and Community Care

This band is emblematic of the conservative worldview that strong families and ethical leadership are the bedrock of a stable and just society.

Black Outer Ring

Symbolizes: Authority, Cultural Depth, Resilience, and Protection

Represents SFUP's dedication to:

National sovereignty and defense, Cultural preservation, Resistance to external ideological pressures

Acting as a protective outer layer, the black ring signals a strong, secure national identity safeguarded against destabilizing forces, reinforcing the party's nationalist stance.

Ideological Integration: Symbolism as Governance Philosophy

Every symbol and colour in SFUP Logo resonate with its conservative beliefs:

Preservation of moral and cultural traditions, Strength through unity, not fragmentation, Steady governance grounded in ethical leadership, Resilience and self-determination in national development, Institutional loyalty over revolutionary change

2.5 Alignment of the Slogan with SFUP's Ideology

The SFUP's slogan **"Truth, Always, Conquers"** (Latin: Veritas, Lux et Lex, Vincit) is a Conservative Mantra which embodies SFUP's ideological right-wing nationalist commitment to unchanging moral absolutes and truths, constitutional fidelity, institutional integrity, peace and justice, traditional values, and ethical governance. Through this slogan, SFUP affirms that only by anchoring society in eternal truths can the country withstand ideological decay and build a strong, sovereign future. Each part of the slogan is deeply symbolic of SFUP's ideological DNA:

"Truth" = Eternal Moral Standards, Traditional Values, National and Spiritual Integrity: **"Always"** = Enduring and timelessness of conservative principles across generations: **"Conquers"** = Victory of Order, Culture, and Lawful Governance over radicalism and chaos

Therefore, the slogan is a **statement of ideological confidence** - a belief that truth, when upheld, guarantees societal stability, moral justice, and national unity.

3.1 The Constitution of the Party

SFUP's laws require that all party positions at all levels should be decided by regular internal party elections held at branch, county as well as national party conventions. SFUP has a nomination and election rules aligned to the provisions of its constitution that all party members should adhere to when participating in any campaigns and election. The members shall elect from among themselves their leaders to represent them in governing bodies and committees, which are - on the local or county and national level. Similarly, the candidates for political appointments and public offices (for example, candidates for parliamentary seats, governor, senators, or president of the country) should also be legitimized by internal party elections and ratified by the supreme organs of the party.

3.2 The Constitution of Kenya

The Constitution is the supreme law of the land. It is the source of all authority in the country. Under Article 81 every Kenyan has an equal right to elect their leaders in the general representative bodies and also can stand for election as a member of those bodies, subject to the limitations and exceptions prescribed by Act of Parliament. In a parliamentary democracy, citizens elect their representatives through various political parties. By taking part in a by- or general election, SFUP hopes to promote the interests of voters by getting as many of party members as possible into all the representative bodies, like parliament or a county assembly or other government institutions.

3.3 The Political Parties Act

The 2011 Political Parties Act is the main law that governs parties in the country. Under the terms of the Political Parties Act, anyone in Kenya can join a political party or set up a new one so that they are able to vote for the candidates of their choice. This way, they are able to influence government policy. Anyone who want to become Members of Parliament or County Assembly will join the party and together campaign for its ideas. The party will select people who are capable of caring for the country and its people. The members of the National Assembly, the Senate and the County Assembly are elected directly by the Kenyan voters. The voters will express their political opinion by voting for them and the party.

3.4 The Elections Act and IEBC Acts

These legislations govern the conduct of elections in the country. Under the terms of the Elections Act, SFUP will take part in all the elections by submitting a list of candidates and adhering to the election procedures and the necessary preparations are prescribed therein. The Constitution grants every Kenyan citizen aged 18 or over the right to vote, as well as the right to stand for elections. The mandate of the Independent Elections and Boundaries Commission (IEBC) includes the continuous registration of voters and revision of the voter's roll, the delimitation of constituencies and wards, the regulation of political parties process, the settlement of electoral disputes, the registration of candidates for elections, voter education, the facilitation of the observation, monitoring and evaluation of elections, the regulation of money spent by a candidate or party in respect of any election, the development of a code of conduct for candidates and parties, and the monitoring of compliance with legislation on nomination of candidates by parties.

CHAPTER 4 - POLICY DEVELOPMENT THEMES (PDT)

SFUP proposes a set of policy strategies that require us to have a much closer collective "ear to the ground" and increase the extent to which we listen to the "cries from the heart" of people. The struggle against poverty, including the race to achieve the Millennium Development Goals (MDGs) and the implementation of effective Poverty Reduction Strategies (PRS), requires mobilising and harnessing all possible national and global capacities and resources. The Party's mission policy actions will be motivated by short- medium- and long-term goals designed to protect our country's valuable national and natural resources.

4.1 Theme 1: Social Aspirations:

Nurturing Our Greatest Asset and Delivering High Quality of Social Life;

The first thematic focus centres on **Social Growth and Development**, which emphasizes on the need for a transformative framework that promotes equal opportunities, social justice, and the empowerment of all Kenyans. Kenya must eliminate the exploitation of the poor, unlock its vast human resource potential, and restore citizens' dignity through inclusive and people-centered development. SFUP's aims to build inclusive partnerships across society, reduce inequality, and revitalize the economy by returning power to the people. This theme includes the following Social Aspirations:

Education: Implement policies for accessible and quality education at all levels, including vocational training and adult education programs.

Healthcare: Improve healthcare access and affordability through universal health coverage, expanded primary care facilities, and investments in public health programs.

Social Welfare: Strengthen social safety nets by expanding social assistance programs, providing support for vulnerable populations (children, elderly, disabled), and promoting social inclusion.

Cultural Preservation: Invest in cultural heritage preservation, promote arts and cultural activities, and foster a sense of national identity.

4.2 Theme 2: Economic Aspirations:

Structural Economic Transformation by Creating a Conducive Environment for Business, Trade and Investment;

The second thematic focus centres on **Structural Economic Transformation**, addressing the critical pillars of economic planning and infrastructure development. To fully leverage on Kenya's strengths and unlock future potential, this theme is designed to tackle long-standing challenges such as low levels of industrialization, inadequate physical infrastructure, weak intersectoral linkages, and inefficiencies in agricultural structuring and productivity. Central to this agenda is the urgent need to address underemployment by aligning skilled workforce with the demands of a productive labour market, particularly by integrating youth into the active economy. This theme includes the following Economic Aspirations:

Economic Growth: Promote sustainable and inclusive economic growth by investing in infrastructure, supporting key sectors (e.g., agriculture, manufacturing, tourism), and fostering innovation and entrepreneurship.

Job Creation: Implement policies to create decent jobs, address youth unemployment, and support the informal sector.

Trade and Investment: Facilitate trade and attract foreign investment through supportive policies and infrastructure development.

Fiscal Responsibility: Manage public finances responsibly, control public debt, and ensure efficient and transparent public spending.

Financial Inclusion: Expand access to financial services, promote microfinance, and support the growth of small and medium-sized enterprises (MSMEs).

4.3 Theme 3: Governance Aspirations:

Delivering Good Governance and improved Institutional Frameworks;

The third thematic focus centres on the critical role of good governance and accountability in building a fair and responsive leadership framework ranging from national offices to village structures. SFUP prioritizes the welfare of communities over personal interests, advocating for inclusive, transparent, and participatory governance that reflects the voices and needs of all Kenyans. Ultimately, the message is a rejection of corrupt practices, poor governance, and undemocratic tendencies and restore public trust through reforms, protect individual rights, and create a governance system. This theme includes the following Governance Aspirations:

Rule of Law: Strengthen the rule of law, ensure an independent judiciary, and promote judicial reforms.

Good Governance: Promote transparency, accountability, and citizen participation in governance.

Devolution: Implement effective decentralization policies, empower local governments, and promote citizen engagement in local decision-making.

Anti-Corruption: Implement robust anti-corruption measures, strengthen institutions responsible for combating corruption, and promote ethical conduct in public service.

Public Service Reform: Improve the efficiency and effectiveness of the public service through training, performance management, and merit-based recruitment.

CHAPTER 5 - IMPLEMENTATION STRATEGIES

5.1 Key Implementation Strategies:

The Shikana Frontliners for Unity Party (SFUP) is firmly committed to implementing policies and programmes that contribute to the construction of a more equitable and prosperous Kenya. The party Manifesto has been designed and developed with a strong emphasis on feasibility, inclusivity, and impact. To support this effort, SFUP will establish sub-committees for various sectors and policy areas, composed of relevant stakeholders, tasked with developing detailed implementation plans, including cost estimates and timelines. The objective is to ensure that, upon receiving a mandate from the electorate, SFUP is equipped with ready-to-execute plans capable of advancing its goals of poverty eradication, reduced inequality, and lower unemployment rates.

Strategic Planning: Develop a comprehensive strategic plan with clear goals, objectives, and timelines for each aspiration.

Resource Allocation: Allocate adequate financial and human resources to implement the identified policies and programs.

Stakeholder Engagement: Involve relevant stakeholders, including civil society organizations, the private sector, and citizens, in the implementation process.

Monitoring and Evaluation: Establish robust monitoring and evaluation mechanisms to track progress, identify challenges, and make necessary adjustments.

Capacity Building: Invest in capacity building initiatives to strengthen the capacity of government agencies and other stakeholders to implement the manifesto.

Public Awareness: Conduct public awareness campaigns to inform citizens about the manifesto and its implementation, and to foster public support.

Policy Coherence: Ensure that all policies are coherent and consistent with the overall goals of the manifesto.

Review and Revision: Regularly review and revise the manifesto and its implementation strategies to adapt to changing circumstances and emerging challenges.

5.2 Strategic Policy Implementation Timeframes (SPITs)

By prioritizing the needs of the people and being committed to ends rather than means, we can meet the challenges of economic decline and social alienation that threaten the country. To realise the party's mission, the Three-Phase Strategic Policy Implementation Timeframe include:

1. Short Term - Baseline Development Phase: 1-2 Year (1st SPIT);
2. Medium Term – Progress Measurement Phase: 3-5 Years (2nd SPIT);
3. Long Term - Growth Realization Phase: 5+ Years (3rd SPIT).

SFUP's approach will be organized around the three themes three planning and implementation stages that will be used throughout the planned periods:

1. Short Term: The phase of transition to a new model of economic growth.

The task of transitioning from the methods of delivery used by the current regimes to a new economic model, will be based on investments and development bound to be initiated in our first term in office.

The immediate priority is to conduct a timely assessment and identify any constraints that must be addressed. At this stage, we will identify key considerations to form the basis of a rapid growth of industries, agriculture and the financial sector, and massive creation of new high-performance enterprises and access to new markets for commodities produced in Kenya. This will also ensure we have an effective change in the institutional mechanisms that allows for attracting investments in the real sector of the economy and infrastructure. The new growth model will lead to a significant increase in the share of employment (both formal and informal) and ensure the expansion of the revenue base. The implementation of the Party's economic model will be in tandem with the economic and social opportunities available in the country and globally. To improve economic policy and institutional framework during this period, SFUP's focus will be directed at:

- a) Organize the necessary research and preparatory work to lay a foundation for the accelerated development of the wards and constituencies in the whole country.
- b) The framework of sectoral and regional development programs, and give particular attention to developing key industries such as mining, energy (petroleum and electricity), transport, agriculture and fisheries, arts and culture, telecommunications industry, food and light industry, building materials industry, tourism and the financial sector and streamline the natural resources sector and development of new financial capabilities and trade policies.
- c) Ensuring we improve the quality of existing economic activities, expand and diversify revenue generation sources. Given the current needs, this stage of development will setup new mechanisms of modernizing the governance and management systems.

2. Medium- Term: The phase of accelerated private sector investments.

At this stage, we will improve on the economic activities identified in the baseline in order to increase the momentum of investments in the real sectors. We shall witness the real effect of a diversified economy and achieve investment growth through exploiting the benefits of developing home-grown technological inventions and solutions. All relevant stakeholders will have to continually mobilise their resources to ensure that we are ready for a revolutionary economic take-off. This phase will be characterized by the creation of a number of new jobs at a rate of least 20% annually. The construction of main roads and all access/feeder roads will be completed, and opportunities improved in the transportation system.

3. Long-Term: The phase of accelerated industrialization and expansion.

Within this context, we will intensify local production to increase the development of the value-add industries in new frontiers of global competition. The faster the growth of public and private investments, the better for modernization of our social spheres and accelerated development in all sectors and regions. The main focus being to prioritize strategies associated with the provision of high standards of human welfare, and improving the quality of life in all counties. In order to ensure this is achieved, all local, sectoral and regional management bodies will be responsible for the coordination and implementation of all SFUP government development strategies.

5.3 Monitoring and Evaluation

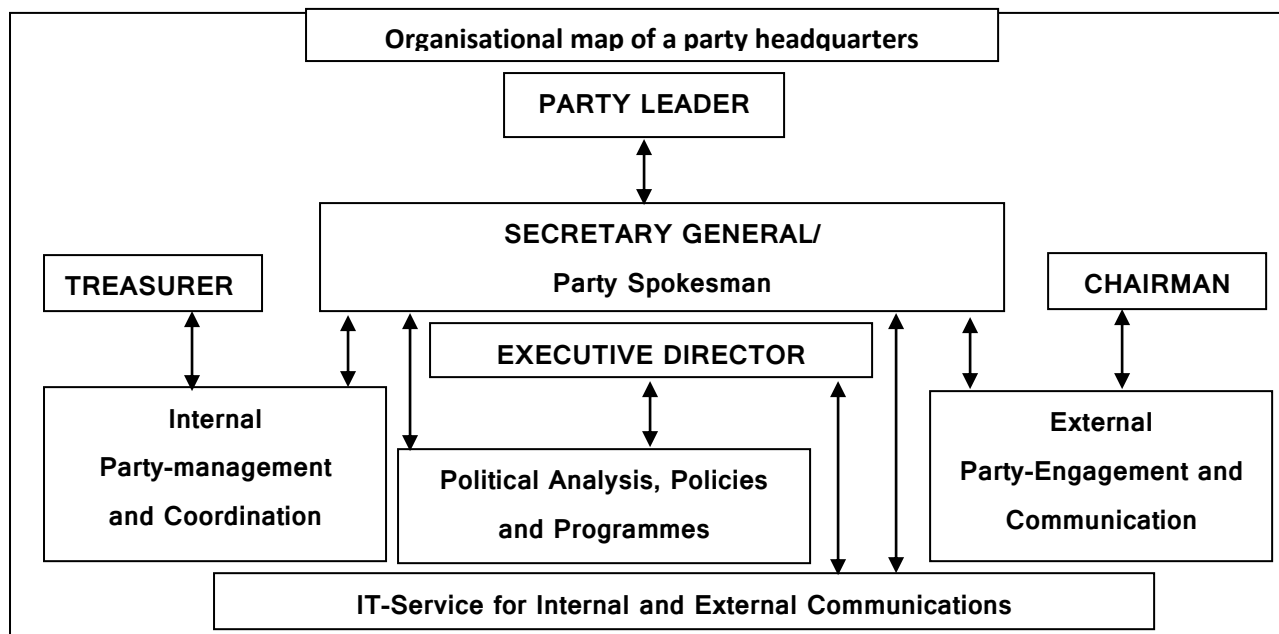
The main purpose of monitoring and evaluation (M & E) is to continue the intensification process and ensuring we achieve the goals and objectives set in our manifesto. The need for the formation of several levels of monitoring is obvious for any local project / program (to compare planned outcomes with actual outcomes), at the sector level (to monitor the specific sectoral indicators), at the regional level (to assess the regional development indicators), at the national level (to consolidate results from all levels). An Annual Performance-Monitoring Framework (APMF) will be deployed to systematically track and report on actual development progress towards attaining our desired goals and outcomes. At operational level, our plans, programmes, projects and activities we will have sound, robust criteria and data that aligns to every goal, strategy and actions.

5.4 Risk Management

Risk management is as much about identifying opportunities as avoiding or mitigating losses. There are factors that can adversely affect the successful implementation of SFUP's plans. Through risk management initiatives we are able to identify real threats and facilitate prompt remedial action. It is reasonable to assume that during the entire implementation period, the processes, would be subjected to the changing internal and external conditions that could potentially cause deviations from our strategic directions, which in turn hamper the achievement of our desired outcomes. The range and complexity of risk issues relating to implementation capacity, may result from the changes in political administrations and economic landscape over the period of implementation which complicates decision making and accurate predictions for the performance of the economy. A unified, whole-of-people approach guarantees effective coordination for successful realisation of our desired vision.

6.1 Communication Strategy

The party headquarters is at the top of the party organisation and is the base for the Party leader, the National Executive Committee and the Party secretariat. The office has several “technical” departments that concentrate on certain issues to prepare the party’s positions on actual themes of political debates and provide party members and representatives with information and arguments.



An understanding of our overall communication strategies as spearheaded by the party leader, party organs and agreed by all elected and appointed leaders and officials of the party. It should be about building alliances between individuals and groups with similar interests and goals, maintain relationships and to coordinate activities. All members and stakeholder will get involved in workshops, in-country development missions, intra-party engagements and activities whose discussions and outputs are designed to greatly help us identify and inform the production of policies that are critical for service delivery and growth. These outcomes must align with the objects of the party constitutions and should therefore form in large part our communication and dissemination content. The party should be led professionally and equipped with modern techniques of communication. In addition, a common set of dissemination materials and media will be made available, a specific strategy will be implemented, and active involvement of all party participants will be required.

Organizing Effective Events

Organizing our own events will also be a great way to influence the kind of coverage we want for our campaign. The organisation of mass events like congresses and seminars are an important tool to deepen the contact with our members, representatives of social organisation and local, regional and national opinion leaders. Besides that, media events can generate press coverage as they involve site visits to locations (schools, health centers, factories, parks) to highlight certain issues, campaign activities (rallies, meetings, door-to-door canvassing), speeches, and debates.

6.2 Develop a Media strategy

The external communication with the public will comprise everything on offer by the party to mass using modern communication and political marketing instruments. A strategic media plan targeting our voters and a well-run party campaign will benefit the party greatly by getting the party positive coverage through the media, in communicating our message to the people. Therefore, we will use these plans to define all our communication and dissemination activities and to provide a roadmap for any upcoming actions and events. Developing good working relationships with the media will ensure we have a more, and better, coverage of our campaign. By understanding reporters' needs and making sure we are prepared to respond to them, means we provide the media with what they need to cover our stories.

Media Toolkit

SFUP will put together a media toolkit, which is an assembly of all the basic documents and pieces of information needed whenever the party engage with the media throughout the party campaigns. Here are the elements that make up a complete media toolkit:

Message Packs: Party messages will be the basis for all of party communications and used as convenient reference point for drafting press releases, speeches and statements throughout all party campaign and to ensure that the language and tone used is consistent. Unlike the press pack, which will be distributed to reporters and potential supporters, the message pack is a private, internal set of documents designed only for SFUP's campaign team's use. Our message pack should include:

- The campaign's basic message written out → one to four sentences long

- The campaign or candidate's basic stump speech → one-minute version

- The campaign or candidate's basic stump speech → five-minute version

Campaign talking points or prepared "Questions and Answers," are the answers that everyone on the campaign should give to typical questions expected to be asked by the media. The presence of our party leaders in television talk shows and the radio, are other important tools at the disposal of the party for communication.

Press Packs: Regular press releases and press conferences, and publication of bulletins and positions are the basics for the party communication. There are a few items the party campaign will prepare and put together as press packs that will be useful for all media outlets. Press packs include core information about the campaign, the party and/or its candidates, which members of the press can refer to throughout the campaign or election no matter what the issue or event is that they are covering. The press pack will also be used by our bloggers, reporters and editors when we launch party campaigns. Press packs will also be available at all Party campaign's events where the media is invited. These packs are also great to leave behind when meeting with party leaders, prominent potential supporters and other community leaders. We will post links to the documents in the press pack on the party website so that journalists can access this information at any time.

Press Release: A press release is a short document that communicates news from the campaign quickly to many news outlets. It always answers the following questions: Who is the subject of the story? What is happening? Where is it happening? When is it happening? Why is this so important? A

press release should usually fit onto one page. Any additional information for reporters, such as research data or background information, will have a separate fact sheet to accompany the press release.

6.3 Digital Marketing Strategy

Since online is primarily used by young people, it's a great platform for energizing our voter demographics typically interested in SFUP politics. One of the most effective ways to generate support online is to build an online strategy for the party or the party candidates. Some indicative digital marketing strategies include party branding and advertising (through selling of or distribution of party merchandise), personal branding, online campaigning, mobile phone canvassing, and celebrity endorsements. Eventually, the objective is to connect with thousands-or, millions of potential voters using status updates and messages that create a favorable image in the minds of the target audience.

Website

A website is useful as people can obtain valuable party information that can convince them to vote in favor. The internet nowadays is relevant for modern communication and so the party user-friendly website will be used as the main digital promotion and marketing tool and source for communication and permanently actualized.

Social Media Marketing

The emergence of social media platforms has greatly broadened the scope and potential of strategic communication. SFUP will have 13 different regional party branches which will each have their own social media platforms to communicate issues of local or regional relevance all linked up with the main party social media platform. The top social media platforms that the party will use to engage more frequently and directly with their target audiences include:

Facebook

Building up a facebook page will help to: Highlight party Milestones, Share Party goals and accomplishments directly with voters, Subscribe to live event, Advertising, Data analysis, and Research.

X (former Twitter)

Twitter is where all the live action is. Be it the latest news, latest brands, latest products, personality or anything that might see the light of the day, first hits on twitter. The party will reach out to the people and discuss issues enough to make it a trend everywhere e.g. through daily tweeting, using proper Hashtag for the party and our politicians and campaign creation.

YouTube

Visual platforms like YouTube will be used to disseminate the messages of the party. Therefore, SFUP will create a YouTube channel for party, upload party event videos and post video Ads.

7.1 Allegiance to the Statement of Ideology

SFUP's approved statement of ideology shall be submitted by NEC to the Supreme Advisory Committee for amendment and/or adoption. SFUP, its officials and its members shall bear true faith and allegiance to the party's statement of ideology and its manifestos. The National Executive Committee (NEC) shall draw up and maintain a Code of Conduct for all members of the Party in conformity with the principles laid down in the Constitution of Kenya, 2010 and the SFUP Constitution. Our statement of ideology further guides and governs the affairs and operations of the party.

7.2 Amendment of the Statement of Ideology

The following process shall be applied when considering amendments to this statement of ideology in part or as a whole:

- a) The **party and its members** shall have the power to amend propose amendments to the statement of ideology, in line with the Political Parties Act, the Constitution of Kenya 2010, the Party Constitution and any other legal provisions deemed necessary to support such amendments.
- b) The National Executive Council (NEC) may propose or **receive from any registered member or group of the Party**, a written proposals to review the statement of Ideology which must contain clear reasons for which any amendments, entirely or in part, should be made.
- c) A meeting of the Supreme Advisory Committee shall then be convened within twenty-one (21) days to consider the merits and demerits of the proposed amendments and the Strategic Policy Consultation and Rules Committee shall within 7 days complete and submit amended the ideology to the National Executive Council for further consideration and approval.
- d) The proposed amendments shall then be presented for consideration and approval by two-thirds of the total members of the delegates eligible to attend an Ordinary Session of the National Delegates Convention or a Special National Delegates Convention convened for the purpose of ratification of any proposed amendments. Where the proposal is rejected, then the amendments shall be deemed to have failed.
- e) Upon resolution, the proposed amendments shall within fourteen (14) days be forward to the Strategic Policy Consultation and Rules Committee for publication of the statement of ideology and within 7 days to the National Executive Council for onward submission to the Office of the Political Parties if meets the party rules threshold.
- f) A written notice shall be published in the Party Spectrum, e-newsletter, and in the Party's website and announcement vide the electronic media throughout Kenya, or any other publications approved by the party for general circulation, to inform the members regarding the amendments, approval or rejections.
- g) The amended ideology shall be executed for and on behalf of the Party by the National Chairperson and the Secretary General and witnessed by the Party Leader before sealing by the Party Seal and deposited with the Registrar of Political Parties by the Secretary General and the Executive Director, within twenty-one (14) days of the signing.

PUBLISHED FOR SFUP MEMBERS BY:

Shikana Frontliners For Unity Party,

P.O. Box 18234-00100 NAIROBI,

Email: shikana@gmail.co.ke

Website: www.shikana.co.ke
