



CIRCULAR No. **001** /CPDM/NP OF **16 JUL 2025**

TO ORGANISE THE ELECTORAL CAMPAIGN OF THE CPDM CANDIDATE FOR
THE PRESIDENTIAL ELECTION OF OCTOBER 12th 2025 AND THE FOLLOW-UP OF THE VOTE

THE NATIONAL PRESIDENT

TO

- The Secretary General of the Central Committee;
- Members of the Political Bureau and the Central Committee;
- Members of the WCPDM and YCPDM National Executives;
- Chairpersons of the Supervisory and Coordinating Bodies for the CPDM Election Campaign;
- Officials of CPDM, WCPDM and YCPDM Basic Organs;
- Officials of Allied Political Parties and Partners;
- CPDM Militants, and sympathisers;
- Supporters of the CPDM Candidate for the October 12th 2025 Presidential Election.

A- INTRODUCTORY PROVISIONS

Pursuant to the electoral law and the regulations in force, our political party, the Cameroon People's Democratic Movement, will campaign for its candidate for the presidential election of October 12th 2025.

We will take advantage of this exceptional opportunity to communicate and get closer to our compatriots so as to make known and further explain our programme. Indeed, said programme is aimed at constantly improving the life conditions of our compatriots and continuing the development of our country. This will be an appropriate and beneficial opportunity to recall the countless achievements of the New Deal, which are contributing towards transforming the face of Cameroon.

Since our ambition is to win this election brilliantly and transparently, I am prescribing four axes for the CPDM electoral campaign: rallying, modernity, persuasion and contact.

1- The CPDM electoral campaign: a rallying campaign.

In this vein, CPDM campaign teams shall be inclusive and representative of local sociological diversity. They shall involve all those of goodwill from all local origins and social strata who are available and favourable to the CPDM candidate. They shall empower women and young people by taking into account the need for experience.

2- The CPDM electoral campaign: a modern campaign.

To this end, our electoral campaign shall be linked to information and communication technologies by making better use of social media and other digital platforms in all the activities of communion with our compatriots, media and political watch, supervision and monitoring of the

electoral process. Young people's creativity and innovative communication skills, which constitute themselves powerful arguments, shall be well used so as to conduct an attractive, effective and modern electoral campaign.

3- *The CPDM electoral campaign: a persuasive campaign.*

Persuasion refers to the effectiveness of arguments aimed at convincing, contradicting and deconstructing misinformation. We shall address our compatriots by presenting the reality of the facts. We shall adopt dignified and respectable positions. We shall not be vulgar or provocative. Our arguments shall be drawn from the manifesto of the CPDM candidate, the achievements of the Government, local authorities and other private stakeholders who have prospered in an environment of peace and security created by the dynamism of public authorities.

4- *The CPDM electoral campaign: a contact campaign.*

The contact campaign shall speak to the heart and the mind, with both the heart and the mind. It shall facilitate listening and dialogue. It shall knock on doors. Thus, our campaign teams shall go out to meet with our compatriots in the various places of life: villages, farms, quarters, homes and associations of all kinds, within Cameroon and abroad.

The contact campaign shall maintain a high level of permanent proximity. It shall get closer to individuals and groups of individuals in a personalised approach with a view to listening to their specific concerns.

As a result, the contact campaign means that campaign teams are **beefed up at grassroots level and slimmed down in the coordinating offices**, with the aim of enabling as many of our comrades as possible, irrespective of their rank, to take action in the field by campaigning door-to-door.

as such, the contact campaign shall not be a headquarters campaign.



B- CPDM ELECTORAL CAMPAIGN STRUCTURES

The CPDM electoral campaign structures for the presidential election of October 12th 2025 shall be as follows:

- **AT THE PARTY HEADQUARTERS**
 - the CPDM National Campaign Committee.
- **IN THE FIELD, WITHIN THE COUNTRY**
 - the CPDM Regional Campaign Committee;
 - the CPDM Special Campaign Committee;
 - the CPDM Divisional Campaign Committee;
 - the CPDM Communal Campaign Committee;
 - the CPDM Campaign Committee of the Quarter or Village.
- **IN THE FIELD, ABROAD**
 - The CPDM External Campaign Committee.

I- THE CPDM NATIONAL CAMPAIGN COMMITTEE

Located at the Secretariat General of the Party's Central Committee and chaired by the Secretary General of the Central Committee, the CPDM National Campaign Coordinator for the Presidential Election, the CPDM National Campaign Committee is 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.

The CPDM National Campaign Coordination shall comprise the:

- Technical Secretariat;
- Sub-Committee on Communication;

- Sub-Committee on Stewarding;
- Sub-Committee on Campaign Equipment;
- Sub-Committee on Transport;
- Sub-Committee on Electoral Disputes and Vote Counting;
- The Campaign Cybernetic Unit.

I- THE CPDM REGIONAL CAMPAIGN COMMITTEE

Based at the regional chief town, the CPDM Regional Campaign Committee shall ensure the supervision of the CPDM candidate's electoral campaign and the coordination of electoral operations on behalf of the Party at the regional level.

The CPDM Regional Campaign Committee shall comprise:

- A Chairperson;
- Vice-Presidents; and
- Member; and
- Chargés de mission.

II- THE CPDM SPECIAL CAMPAIGN COMMITTEE

Based in the cities of Douala and Yaoundé and having the status of the CPDM Regional Campaign Committee, the CPDM Special Campaign Committee shall be responsible for the organisation and conduct of the CPDM candidate's electoral campaign in both towns.

The CPDM Special Campaign Committee shall be divided into Areas, Sectors, Sub-Sectors and Local Campaign Committees.

III- THE CPDM DIVISIONAL CAMPAIGN COMMITTEE

Based in the divisional chief town, the CPDM Divisional Campaign Committee shall be responsible for following up and controlling CPDM candidate's electoral campaign activities and coordinating electoral operations on behalf of the Party at the level of the division.

The CPDM Divisional Campaign Committee shall comprise:

- A Chairperson;
- Vice- Chairpersons;
- Members; and
- Chargés de mission.

IV- THE CPDM COMMUNAL CAMPAIGN COMMITTEE

Based at the district chief town, the CPDM Communal Campaign Committee shall be responsible, at the communal level, for the operationalisation of the CPDM campaign strategy and the supervision of voting operations before, during and after the elections.

The CPDM Communal Campaign Committee shall comprise:

- A Chairperson;
- Vice- Chairpersons;
- Members; and
- Chargés de Mission.

V- CPDM QUARTER OR VILLAGE CAMPAIGN COMMITTEE

Based either in a quarter located in an urban area or in a village located in a rural area, the Quarter or Village CPDM Campaign Committee shall be the main body for CPDM contact campaigning. It shall be in charge of operationalising CPDM campaign strategy among the population in each quarter or village concerned, as well as supervising voting operations before, during and after the polls.

The CPDM Quarter or Village Campaign Committee shall comprise:

- A Chairperson;
- Vice- Chairpersons;

- Members; and
- Chargés de Mission.

V- THE CPDM EXTERNAL CAMPAIGN COMMITTEE

Based in each area where the presidential election shall be organised abroad, the CPDM External Campaign Committee shall be responsible for the coordination of the CPDM candidate's campaign and all the operations surrounding the ballot in the area concerned.

The CPDM External Campaign Committee shall comprise:

- A Chairperson;
- Vice- Chairpersons;
- Members; and
- Chargés de mission.

C- CPDM REPRESENTATION IN STATUTORY ELECTORAL BODIES

In each locality, the campaign structures shall organise CPDM representation in statutory electoral commissions, namely: the National Commission for the Final Counting of Votes, the Divisional Supervisory Commissions, the Commissions Charged With Supervising the Issuance and Distribution of Voter Cards and the Local Polling Commissions. This representation shall be effective and of good quality.

D- SUPERVISION OF THE VOTERS AND OF THE ELECTORAL PROCESS

The CPDM campaign teams shall provide continuous assistance and guidance to voters until polling day, in accordance with the provisions of the law. They shall closely monitor the voting process and the counting of ballots at each polling station, ensuring that the minutes are duly signed by all authorized persons.

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

The CPDM campaign teams shall work in perfect harmony and understanding with allied or partner political parties and with all those who, collectively or individually, support us and share our values of peace, unity, democracy and progress. This inclusive approach shall be part of our determination to consolidate the expression of the republican consensus in our country.

F- FINAL REMARKS

- **A clear, resounding, indisputable, unambiguous victory of our candidate is our main objective.** I therefore urge you to join your talents, resources, efforts and energies to convince every voter to make the right choice, that of the CPDM candidate.
- We must keep reminding ourselves of this because it is the truth: **The CPDM candidate is the only one who carries the hopes of the Cameroon that we want, and that we dream of for ourselves and for our children.**



- A decision by the National President, CPDM candidate for the election of the President of the Republic, shall appoint the Vice-Presidents, Members and Rapporteurs of the CPDM National Campaign Committee.
- The Secretary General of the Central Committee, CPDM National Campaign Coordinator, shall issue a note on the application of this circular. To this effect, he shall:
 - adopt in accordance with the provisions of the circular, all the measures necessary for the proper conduct of the campaign;
 - appoint the Chairpersons, Vice-Chairpersons, Members and Chargés de mission of the campaign structures provided for within the framework of this of Circular, as well as those of the Technical Secretariat, the Sub-Committees and the Cyber Campaign Unit of the National Campaign Committee;

- define the limits of the campaign structures provided for in the CPDM Special Campaign Committees of Douala and Yaoundé. Define their organisation and functioning. Create additional structures as necessary.
- The presidential election of ~~12~~ October 2025 is another opportunity to demonstrate our commitment to respect for fundamental rights and freedoms in Cameroon. I therefore invite you to campaign in peace, unity and respect for our competitors.
- I therefore urge you to go out and meet our compatriots with full confidence, determination and calm, avoiding any form of provocation, for the triumph of peace and democracy, bearing in mind that **every CPDM campaign structure shall be bound by the obligation to achieve results.**

Yaoundé, 16 JUL 2025

The National President,

