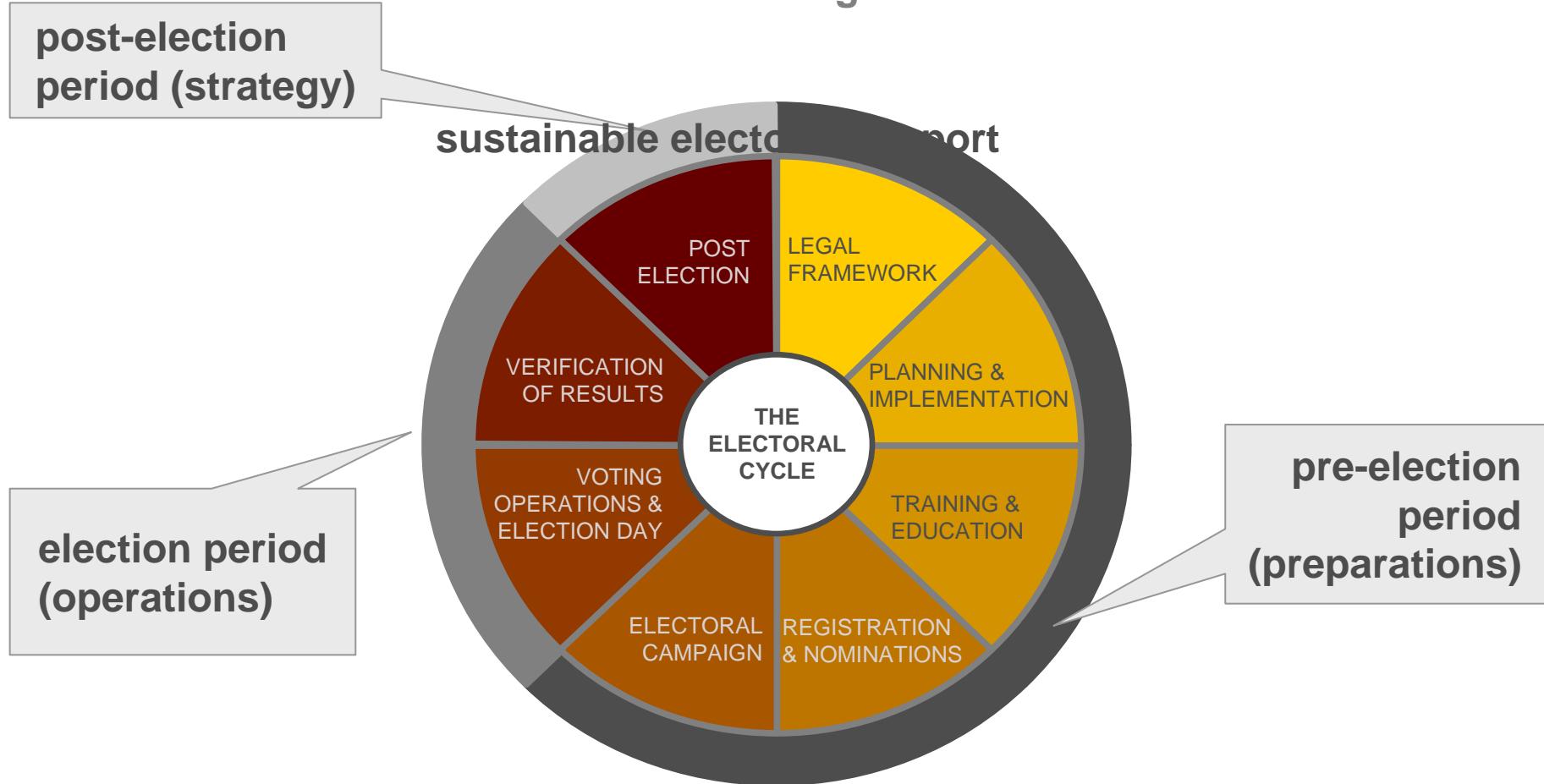


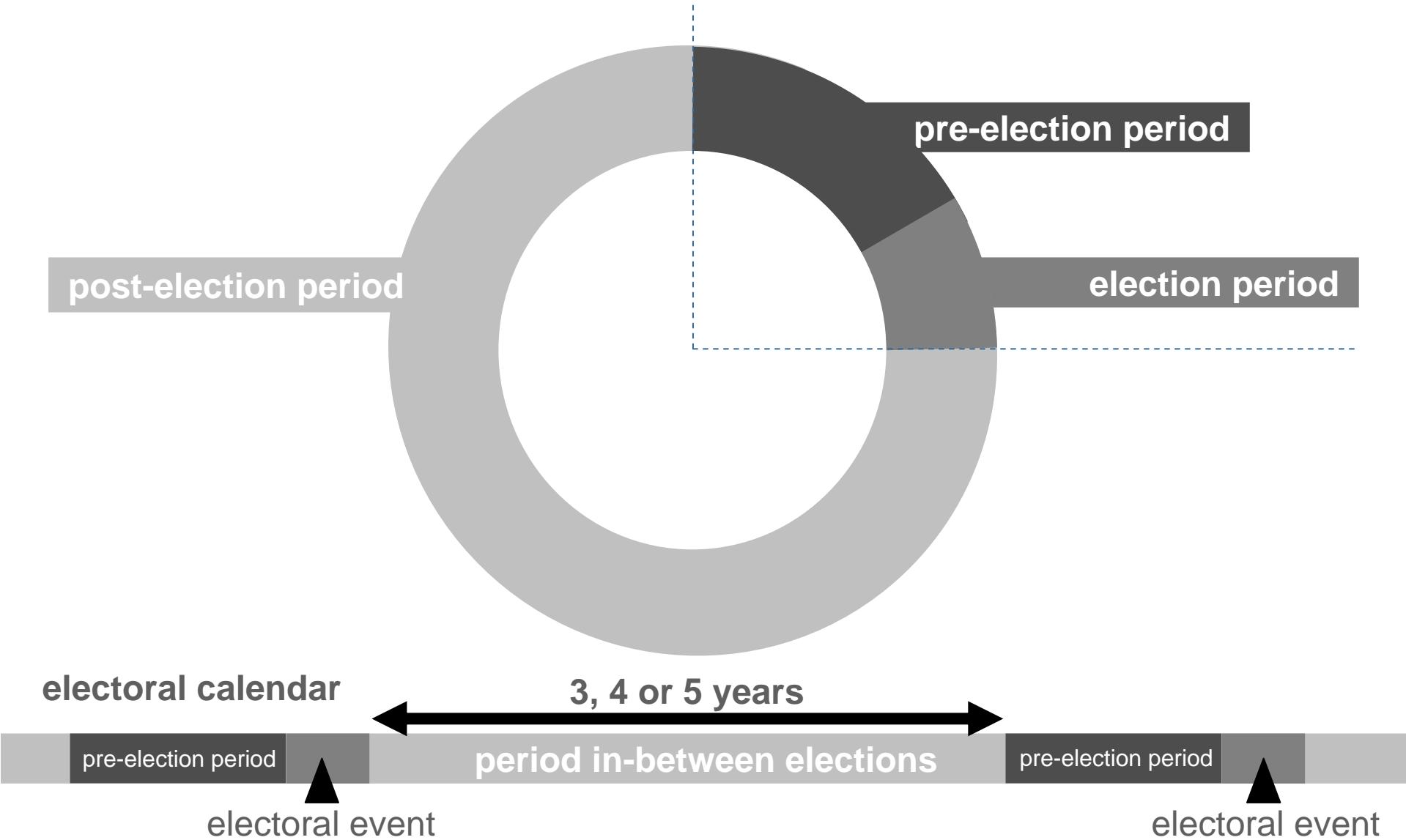
electoral cycle

three main segments



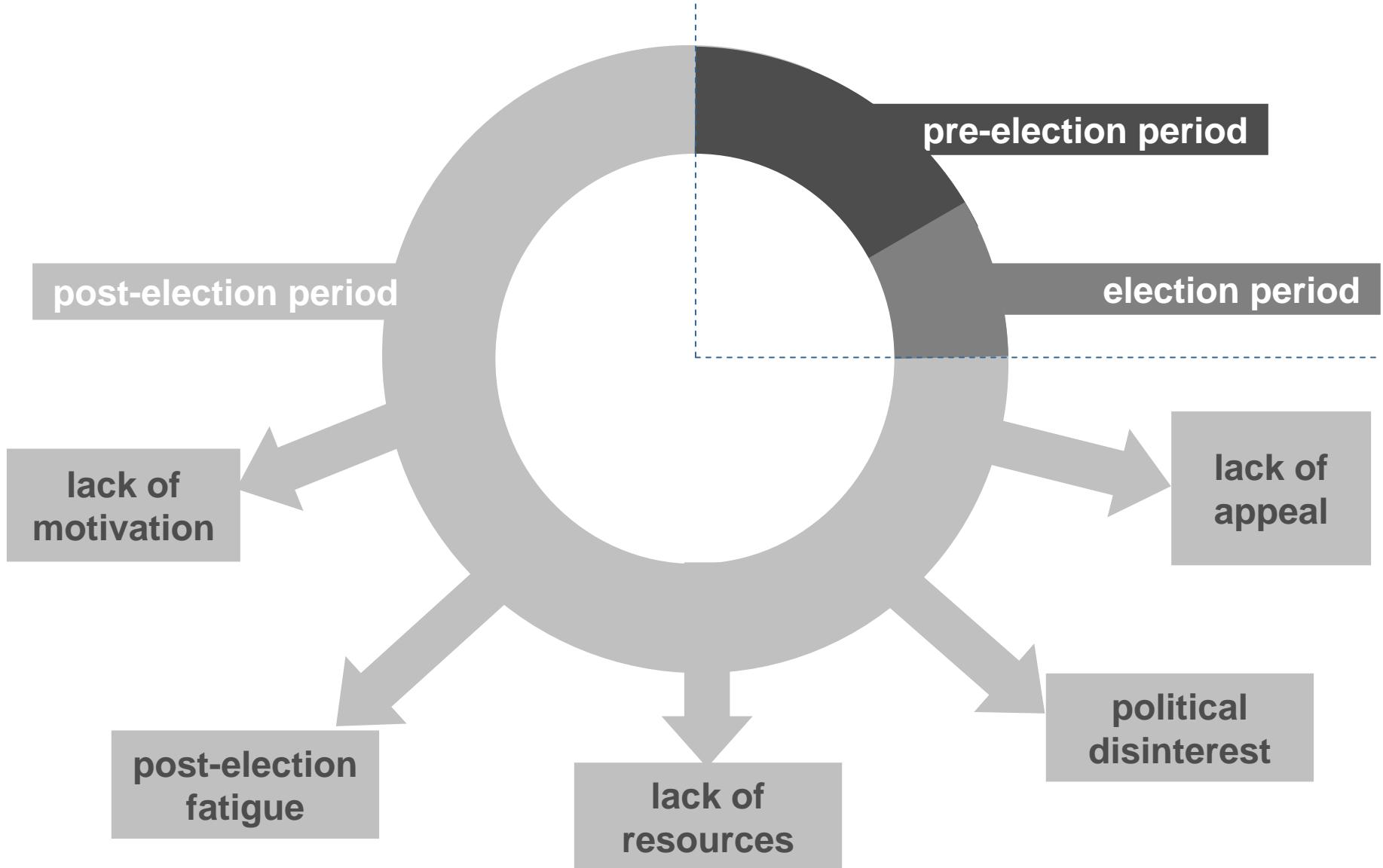
post-election period

sustainable electoral support



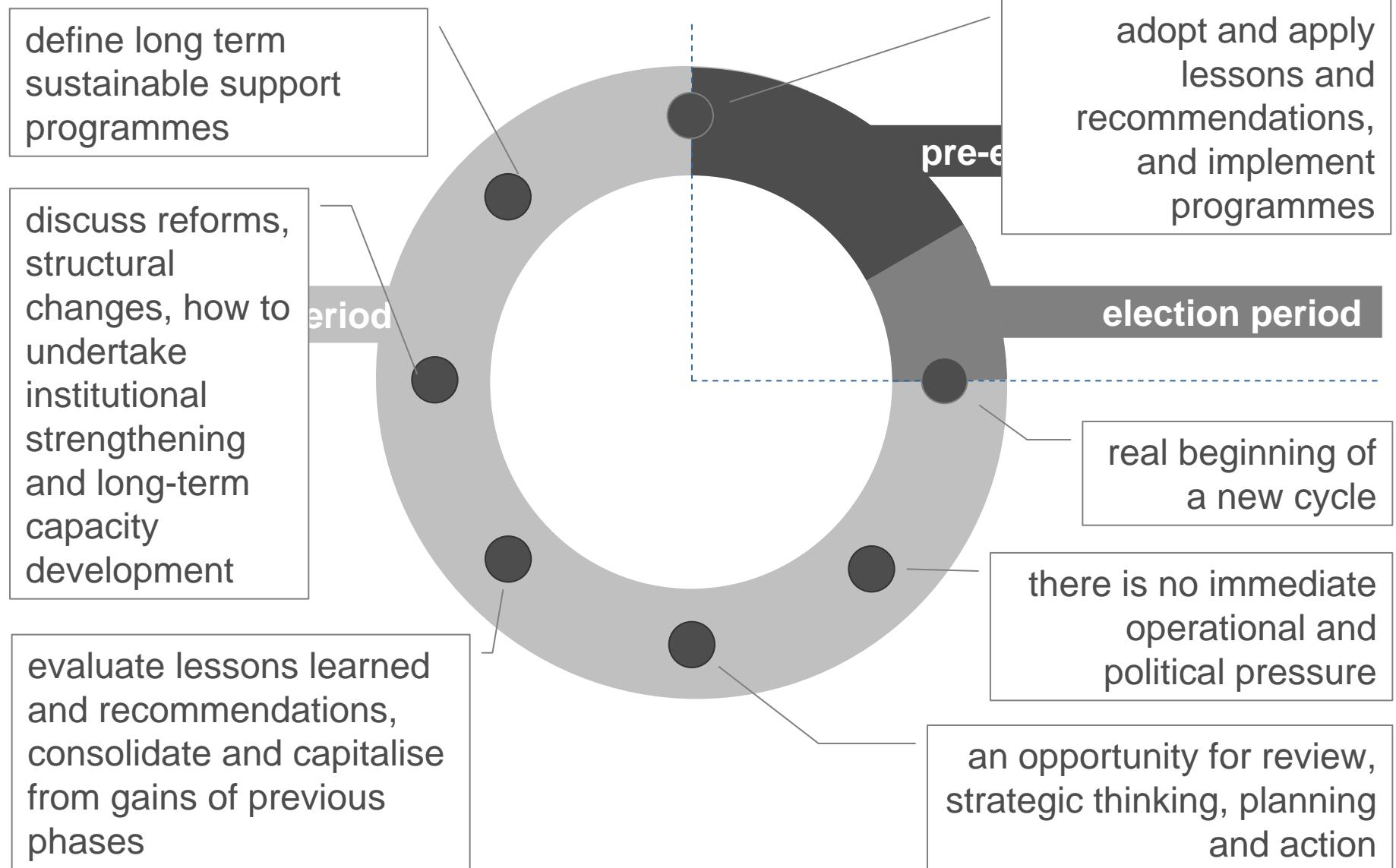
post-election period

inhibitors



post-election period

sustainable electoral support



an easy choice...



the inter-election period offers the opportunity to provide sustainable support that lasts throughout the electoral cycle

need to move away from the notion of ad-hoc assistance

need to ensure continuity of assistance during the inter-election period

need to plan support through a process of *thinking ahead*, rather than reacting to each electoral event as it occurs

need to pay more attention on role and functions of an EMB outside the immediate urgency of a specific electoral event

