**The Big Student Elections: Candidate Guidance**

**How to successfully run your campaign**

**You’ve Got This!**

Running in the Big Student Elections is an incredibly rewarding experience! You can push yourself out of your comfort zone, develop new skills, and grow in confidence during the process. There’s a lot of information to take in, but all candidates will be guided through the process by our Elections Committee who will provide updates, reminders, guidance and support. This digital Candidate Guidance pack will provide tips on some of the key things candidates should consider as they run in the election.

**Manifesto**

A manifesto is a short piece of writing that acts as your pitch to voters, telling them why you are the best person for your chosen role and what you aim to achieve in the year if you are successful. Whilst writing your manifesto remember to: Be yourself - let people get to know who you are Be realistic with what you aim to achieve Be relevant - you should demonstrate that you understand the student experience Be accessible - use language that all students will understand Manifestos are displayed on the CitySA website during voting week for students to read and consider before voting. The manifesto word count is 250. The slogan word count is 30 - keep it short and sweet.

**Candidate Photo**

Each candidate needs to upload their candidate photo. Nominations without a photo will not be approved. A photo will help students to identify candidates and know who they are voting for. Make sure your photo is: Clear and recognisable Professional A reflection of your personality or ambitions for the role

**Manifesto Support**

Whilst our staff can’t support you with writing your manifesto, if you need support with uploading your manifesto or chosen photo to our website then come to one of our drop-ins.

During the nomination period manifestos will be checked by the Elections Committee. If there are any required changes then candidates will be contacted.

**Application Form**

Successfully elected candidates will be paid members of staff and therefore will undergo an onboarding process with our HR department. To make sure that all candidates are eligible to take up employment for their chosen role we require them to fill in an application form. The information in this form will not be displayed on the candidates profiles but will be used by the Elections Committee to check the eligibility of candidates before approval.

**Campaign Flyers**

Campaign flyers are a key way for potential voters to quickly and easily identify the candidates and learn more about them. A good flyer can make all the difference to campaign success. We’ve put together a Flyer Guide to support candidates with creating their flyer. We highly encourage all candidates to come to the Campaigning 101 workshop on Tuesday 12th of March for further guidance on creating a great flyer.

**Q&A Sessions**

All candidates are invited to engage with our Question & Answer Filming. It is not mandatory for candidates to participate, but it is a great opportunity for candidates to expand on their manifestos and show their personality to potential voters. Candidates will be given details in advance via email of the questions they will be asked. The filming will take place on Wednesday 13th of March.

**Budget advice**

Each approved candidate will be given a campaigning budget to support them during voting week. It is encouraged to make use of this resource and get creative to help students identify you when they come to vote. Here are some ideas of how this budget could be used!

* Printed Campaign
* T shirts
* Campaign Badges for yourself and candidate team
* Printed Helium Balloons
* Printed Sashes
* Branded hand flags
* Branded placard
* Cardboard Cut-out
* Team Mascot - cuddly toy or other visual representation
* Dress up items - such as cowboy hats, big sunglasses, inflatables
* Props related to your slogan i.e. "Vote Hannah, a recipe for success", accompanied by chef hats and wooden spoons during campaigning

**Campaigning Top-Tips**

* Get your classmates involved by recruiting a “Campaigns Team” that will help you to encourage fellow students to vote for you.
* Remember to take care of yourself; campaigning can be tiring! You don’t want to lose momentum at the last hurdle.
* Go out and talk to people. Get yourself recognised and let people get to know you. Find the areas of the campus that have the most footfall.
* You’ve got a budget, use it to get yourself noticed.
* Have a catchy slogan that people will remember.
* Use your candidate photo on your campaign flyers to make it easier for voters to identify you.

**Remember the Rules!**

All campaigning should follow the guidance set out in the Election Rules. Failure to follow these rules may lead to a candidate being disqualified from the election. If you are in any doubt or want to run your ideas by us to double-check, please contact our Deputy Returning Officer at: lucy.treasure@cityofglasgowcollege.ac.uk.