

Guide to writing a Manifesto

Your manifesto is a 250 word statement which tells people who you are, what you hope to achieve whilst in the role and why people should vote for you. It's what people will see when they go online to vote.

BEFORE YOU GET STARTED

Before you start it can be helpful to think about your answers to the following questions and map out how you might use this information to write your manifesto.

Who are your voters? It's important to remember that students are a diverse range of people, from different backgrounds and cultures, studying at different levels. Try to reach out to and appeal to those students who you want to vote for you!

Have you done your research? Asking students what they want to change can help you develop a manifesto which will create impact in the role. It can also help you get students on side by making sure you're focused on what they want!

Are your goals feasible? All of these roles have many different aspects to them and your manifesto commitments won't be the only thing you're working on. Make sure you focus on what's important so you can get it done. This will help you achieve the biggest impact you can.

HOW TO START WRITING

Like any great piece of writing, having a clear plan of what you want to get across to voters is essential before you start. Below are some content ideas that you might want to consider within your manifesto structure.

- A bit about yourself
- Why you'd be good for the role
- What you want to achieve in the role
- A campaign slogan

MANIFESTO TOP TIPS

- Show your personality by getting your enthusiasm and commitment for the role across
- Write in a way that students will understand and be clear and concise
- Be creative! A unique approach will always stand out
- Be consistent! The message you use in your manifesto should also be used whilst you campaign so think about how it might come across in other mediums
- Check that you haven't exceeded the 250 word limit - if you have, your words will be cut off at 250

HOW TO UPLOAD ONTO YOUR ELECTIONS PROFILE

If you haven't already, nominate yourself online. To upload your manifesto, click on Manifesto and upload your 250 words. Your manifesto must be submitted no later than the published deadline.