

# Candidate Guidance Pack

## How to Successfully Run Your Campaign

### Contents

- Personal Statement Guidance
- Candidate Photo Guidance
- Application Form
- Campaign Materials
- Campaign Budget
- Campaigning Top-Tips

### You've Got This!

Running in the Big Student Elections is a rewarding experience! You can challenge yourself, develop new skills, and grow in confidence. Candidates will receive guidance from the Elections Committee, which will provide updates, reminders, and support.

This guide offers key tips for running a successful campaign.

### Personal Statement Guidance

Candidates must write a **250-word personal statement** that will be available to voters. A **30-word slogan** can also be included.

#### Tips for writing your statement:

- **Be yourself** – Let people get to know you.
- **Be relevant** – Show you understand the student experience.
- **Be accessible** – Use clear and simple language.

### Candidate Photo Guidance

Candidates must upload a photo; nominations without a photo will not be approved.

### Your photo should be:

- Clear and recognizable
- Professional
- A reflection of your personality

## How We Advertise Candidates

CitySA promotes candidates through:

- **Candidate Booklets** – Available at in-person voting stations.
- **Digital Screens** – Displayed on campus during voting week.
- **CitySA Website** – Voters can view candidate details online.

Visibility helps students make informed voting decisions.

## Application Form

Elected candidates will become **paid staff members**, requiring them to complete an **application form** to confirm eligibility.

The form is used by the Elections Committee but will **not** be displayed on candidate profiles.

[Access the application form here](#)

## Nomination Support

Need help submitting your nomination? Attend a **Nomination Support Drop-in**.

During the nomination period, the **Elections Committee** will review all submissions and request changes if needed.

[Visit the events page for details](#)

## Campaign Flyers

Flyers help voters quickly learn about candidates. **Submit your flyer by March 11th.**

[View the Flyer Guide here](#)

## Video Promotion

Candidates can participate in a **Question & Answer Filming** session.

- Not mandatory but recommended.
- Helps expand on your manifesto.
- Questions and booking links will be provided in advance.

Filming takes place on **Tuesday, March 11th.**

## Campaign Budget Advice

Each candidate receives a budget for campaign materials. Suggested items:

- **Printed campaign T-shirts**
- **Badges for your team**
- **Helium balloons**
- **Sashes**
- **Branded flags and placards**
- **Cardboard cut-outs**
- **Mascots or themed props**

[View supplier links for campaign materials](#)

## Campaigning Top-Tips

- Build a **campaign team** to help spread your message.
- Take care of yourself—campaigning is tiring!
- Engage with **students in high-traffic areas**.
- Use your **budget** to stand out.
- Have a **catchy slogan** that people remember.

- Include your **candidate photo** on flyers.

[View the Flyer Guide again here](#)

## Election Rules

All campaigning must follow the **Election Rules**. Violations may result in disqualification.

For questions, contact the **Deputy Returning Officer**:

 [lucy.treasure@cityofglasgowcollege.ac.uk](mailto:lucy.treasure@cityofglasgowcollege.ac.uk)

[Read the Election Rules here](#)

## Checklist

- ✓ Add key dates to your diary
- ✓ Upload your **candidate photo**
- ✓ Write and submit your **personal statement & slogan**
- ✓ Attend **support events** if needed
- ✓ Create and submit your **candidate flyer**
- ✓ Book and attend a **candidate briefing session**
- ✓ Read **role descriptions** and choose your role
- ✓ Complete and upload your **application form**