**Candidate Manifesto Template Guide**

**Manifestos**

Your manifesto should outline what you would like to achieve in the role and key changes you would want to make if you’re elected. This should be a short overview of your main objectives and what makes you the right person for the role. You only have a short time in this role so it’s important to ensure these goals are realistic and in line with what students want.

You may want to check out example manifestos online and talk to students about current issues they’re facing.

**Top Tips for Writing Manifestos**

**Stay clear and concise.**

**Use simple English** – this needs to appeal to all students at the University, including those who are not familiar with SU jargon and those with English as a second language. You don’t want to alienate any potential voters.

**Set realistic goals** – You don’t want to make promises that you later realise you cannot keep. You only have a year (maybe two, if re-elected) to achieve your manifesto goals, so be SMART.

**Set goals you’re passionate about** – You don’t want to be stuck for a year doing something you’re not interested in.

**Be creative and original** – A lot of people run in elections, so what will make you stand out. Is it a catchy slogan? A recognisable logo?

**Showcase your skills and experience** – let people know how your past experiences relate to the role and how your skillset will help you be successful.

**Read the job description** – it’s important you understand the role you’re running for and how that role serves students.

A good manifesto should:

* Show that you have the right skills and experience for the job
* Make students feel inspired
* Give students confidence that you’d do a good job if elected
* Be interesting
* Be direct and to the point
* Show your passion for the area your role deals with
* Be relevant to the role you’re standing for (i.e. academic focused for VP Academic role)
* Include all your major plans for what you hope to achieve during your year in office

**Candidate Manifestos Should Not Include:**

* Explicit language
* Sexual references
* Content deemed offensive by the DRO

**Manifesto Layout**

**Image**

*You will have to opportunity to get your photo taken to use on campaign material. You can also upload your own. Don’t skip this step. It’s important that students can put a face to a name.*

**Introduction**

*Introduce yourself to students. Let them know who you are, what you study.*

**Manifesto (200 words)**

*Here you want to outline why you are running and the experience and skills you have that make you suitable for the role.*

**Top 3 Objectives (300 words)**

Objective 1 –

* *Sub points can be included here. Things that will help you achieve your objective or goals that fall under the ‘theme’ or category of the objective above.*

Objective 2 –

Objective 3 –

*The most important section. This is where you highlight what you want to work on throughout the year. Remember, these are the promises that students will hold you accountable for throughout the year, so make sure they’re realistic and relatable for students. Feel free to describe how you plan to achieve each of these.*

**Ending Statement (a sentence)**

*A final sentence to tell people why they should vote for you, where they can contact you and dates voting is open.*