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**Manifesto Guidance**

A manifesto is a document that allows you to explain to voters what you would do if you were elected. Most students voting in the Wolves SU Elections won’t know you personally, so you need to explain your aims and promises and why students should vote for you. Your manifesto needs to be approved by the Deputy Returning Officer or nominee before the Manifesto deadline on the 24th February 16:00, it will then be publicised on the Wolves SU website.

**Manifesto Format**

There are several ways you can submit your manifesto:

* **During nominating yourself**

You can type your manifesto directly into the elections part of the website where your candidacy appears through the wolves SU website

* **Using the template**

If you wish to use the template manifesto, then you need to provide content for each section and send this to [Lisa.burton@wlv.ac.uk](mailto:Lisa.burton@wlv.ac.uk)

* **Creating your own document**

You have the option to upload your manifesto and lay it out in your own way. If you choose to do this, you will need to upload your manifesto as an image so that you can make it look exactly how you want. We advise you use a design programme like Photoshop (you can also use Paint, Publisher, PowerPoint, or Canva to design your manifesto and save it as an image to upload).

**Content for your manifesto**

It is important that you let students know:

* who you are
* what position you are running for
* a bit about yourself
* what you would bring to the role
* what you want to achieve and what your experience is
* Where can students find out more about your campaign

**Tips on Content:**

* **Think about the Union in its entirety**- What in your opinion should be theobjectives for the SU? Whilst you may want to make a lot of your manifesto relevant to the role you’re running for, first and foremost, you’ll be an elected officer of Wolves SU. Think about what makes Wolves SU unique and how can you ensure or enhance this?
* **Don’t be afraid to criticise the SU or the University**if you can evidenceproblems and present solutions to them. Manifestos should strive for improvements for students. Be careful though, an overly negative manifesto may discourage some students from voting for you.
* **Think about what will stand out**, this could be a phrase, a pledge, or a quote, this will help students remember you when it comes to voting.
* **Know your audience**–Remember who will be reading your manifesto andpitch it accordingly. Students may turn off at overly political language but will also recognise a badly written manifesto. Make it straightforward and relevant.
* **Be realistic and be precise**: you are only elected for 1 year to implement these promises, so you want to make sure they are achievable and believable.
* **Be concise and use clear language**. Avoid long, complicated words - you won’t win awards for being clever and you might just alienate important voters.
* **Keep it SMART**
  + SPECIFIC: clear about the goal/promise/priority
  + MEASURABLE: is there a way to measure whether the goal/promise has been successful?
  + ACHIEVABLE: could it happen? Outline when and what success looks like
  + RELEVANT: are students interested in the topic?
  + TIME-BOUND: when will it happen?
* **Do your research**– Don’t just assume what students want and what issuesthey face. Speak to them and the Student Officers to find out what the current issues are. Use available research such as the National Student Survey and speak to staff, officers, and most importantly fellow students to find out what they are concerned about. If your manifesto is filled with relevant and current issues, you’re going to gain more votes.
* **Web resources**
  + [www.nusconnect.org.uk](http://www.nusconnect.org.uk/) and the  [www.wolvesunion.org](http://www.wolvesunion.org) have a lot of useful information about current student issues and what work has happened recently to combat these.
  + [www.unistats.gov.uk](http://www.unistats.gov.uk/) has information available at the individual programme level.

**Rules to remember**

* Your manifesto can only be 750 words. If you submit more than this, then the manifesto will be cut at the point of the 750th word.
* You upload your manifesto online.
* The deadline for uploading your online manifesto is 16:00, Wednesday 24th February.
* You can amend your online manifesto until this deadline.
* If you do use images of people, please make sure you get their permission first.
* Remember to proofread your document before submitting it, Wolves SU will not make edits to what you have submitted.