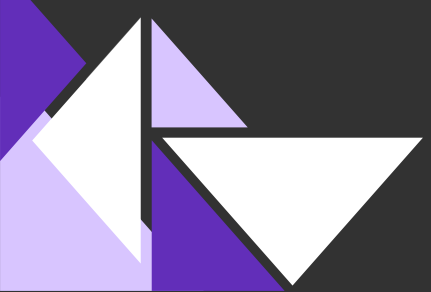


MAKE YOUR MARK

ELECTIONS 2026

Manifesto Guide



University of Wolverhampton

Students' Union

What is a manifesto?

A manifesto is a the way election candidates inform voters of their priorities and the work they would like to undertake if they got voted in.

Simply put, your manifesto is your first impression with voters, so it's important that it is relevant, relatable and achievable!

You may find it useful to students prior to writing your manifesto, that way you can find out more about how students feel, what they would like to see happen and what feedback they have.

Don't forget, if elected, you will be held to account on your manifesto, therefore make sure you talk about actions that are achievable.



Prioritise

Talking about 3-4 key actions or objectives will make your manifesto much more effective and will give students a clear idea of what you stand for.

Including too many objectives may mean some of your more important points get lost. Making your manifesto too broad and open can make students questions what change you're capable of creating.

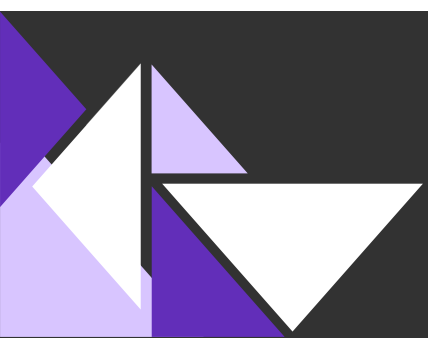
What do the students want?

The Students' Union is for the students, by the students, so it is vital that your objectives and actions align with that of the students.

Speak to as many students as you can to inform your manifesto, including your friends, course mates, societies and Reps. And then do it all again to campaign!

Make it Real

It's vital you stay realistic in what you say you are going to do. Something which sounds great but is unachievable will be misleading voters and setting yourself up for fail. Make sure you are aware of what the SU is already working on and plan for the future.



What does a manifesto look like?

Your manifesto cannot be longer than 750 words. Once campaigning begins, your manifesto will be posted on the SU website for students to view. You may also choose to print copies of your manifesto for students to read, or create something like a QR code to signpost students to the SU website. Your picture will also be included alongside this, we will arrange one to be taken for you by the SU.

Other campaign materials, such as posters, videos, t-shirts, photos etc. will all build upon your manifesto!

Top Tips:

- Be concise and clear
- Use language that students will understand
- Be creative and bold!
- Make sure your objectives are achievable and realistic
- What experience do you have / what would you bring to the role?
- Your manifesto should focus on YOU, not the other candidates
- Do your research
- Proofread!



Manifesto Template - Max. 750 Words

Introduction

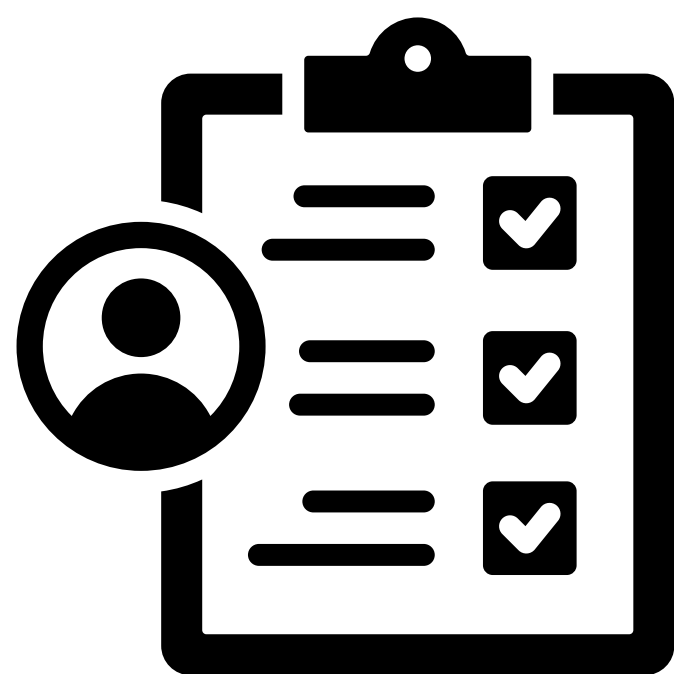
This section is for letting people know who you are, what positions you are running for and what you're about.

Hi, my name is _____ and I am running for the position of _____



What are you going to do?

What will you do if elected? What will you focus on? What are your goals? These things are what voters will focus on, so make sure your goals are clear and concise



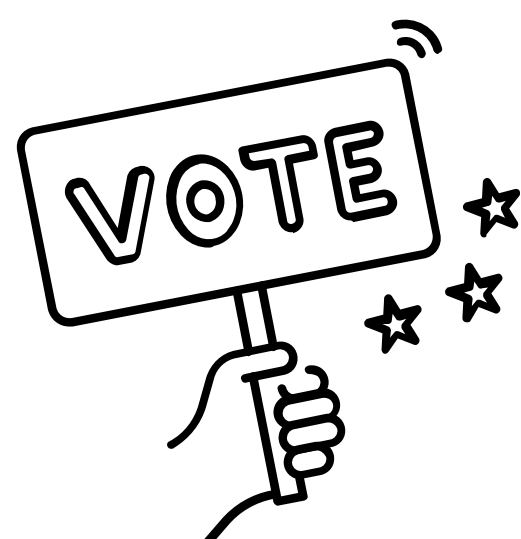
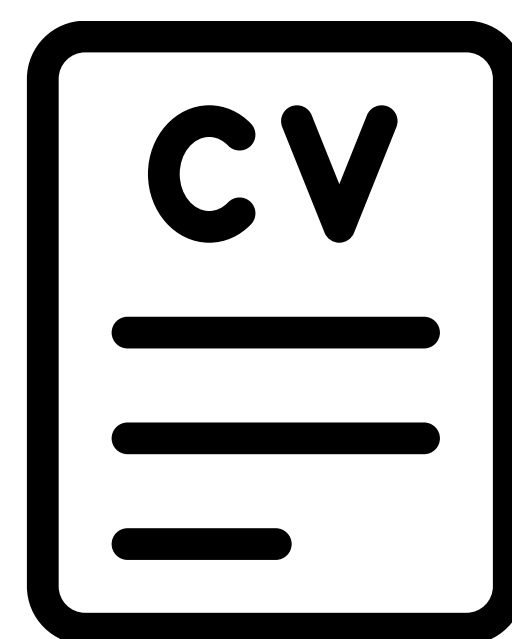
My top 3 manifesto objectives are...

1. _____
2. _____
3. _____

Your experience

Have you been a Rep? Society leader? Gained vital team working skills through work experience? Mention it here to show students why you have what it takes to lead as their next Sabbatical Officer

Through my position as _____, I gained vital skills such as _____, which I think would be really useful as an Officer because _____



Ending statement

The cherry on top! Summarise in one sentence, why should students vote for you! This is also the space to include any socials or links to other campaign materials.



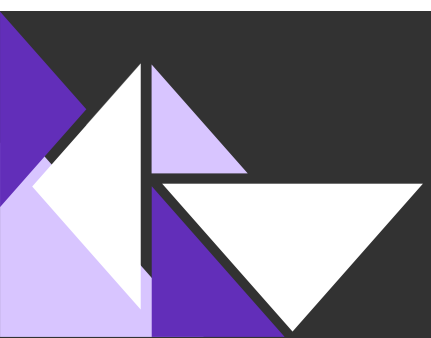
I need help!

We understand that for the majority, if not all, of you, this will be the first time you have been involved in running in an election, so it's okay to not know where to start!

The Student Voice team will be running a number of sessions during the nomination period to help candidates with manifestos as well as some elections information sessions if you have any questions about the roles or process.

Once the nomination period closes, we will also provide training to candidates to ensure you understand the election rules, give campaign tips and support if things get a bit too much.

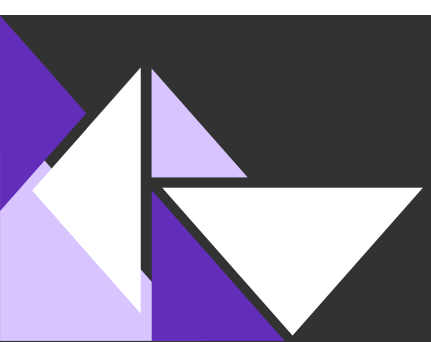
If you have any questions, or anything you would like to discuss further, please email Nat on natalia.falacinska@wlv.ac.uk.



Don't forget!

**Deadline for nominations and
manifestos (incl. any changes
to submitted manifestos) is**

**Friday 13th February at
11.59pm**



University of Wolverhampton

Students' Union

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