

# MANIFESTO WRITING

**\*\*\*\*an introduction section has now been allowed to be part of your manifesto\*\*\*\***

As the current formatting of manifestos doesn't allow for much on an introduction on who you are, where you're from and what kinds of experiences you might have that relate to the role you are interested in, we are allowing for a general introduction section before your Part 1 and Part 2.

If you want an introduction, this needs to be within 500 words. You then **MUST** have the compulsory bits that are stated within the Elections by-law (Part 1 and Part 2). Where they don't, we will not authorise a candidate to begin campaigning until their manifesto is adjusted.

Remember, any questions just let me know! Also remember, the formatting of manifestos can be changed next year if you become an Officer! This rule of having different parts was voted on by your Councillors at Student Council, but if you think it could be different, put yourself forward and change it for next year! :)

**An example of an introduction is given below.**

## **What is a manifesto?**

A Manifesto is the statement you write which explains to students:

- Who you are
- Your experience
- What you believe
- What you want to change
- Your ideas

Ultimately, why they should vote for you and what will you do if elected.

## **Tips for manifesto writing**

1. A positive tone: Many manifestos end up looking like a list of grievances. Most cases, however, it stifles action and discourages.
2. Limited jargon: The most popular manifestos are those that can be read and understood by all.
3. Short: If you want your manifesto to be widely promoted and adopted, you'll need to condense your message.
4. Structured flow: Section titles and a clear flow from challenges, through vision, to solutions could help.

5. Relevant: A link with current events and trends can give the message the context it needs to resonate with people's experiences.

### **Structuring your manifesto**

The way to write manifestos was changed in Student Council recently. Your Councillors voted through for manifestos to now be in the current format:

**Part 1** – to submit manifesto points:

In this section of your manifesto, you must submit three-to-five key manifesto points, of which must be:

- No longer than 140 characters.
- Resemble a SMART objective (i.e. Specific, Measurable, Achievable, Realistic, Time-bound)

**Part 2** – to submit three areas of interest that you plan on working on during your term in office. These need to be alongside your key manifesto points (Part 1), of which also must be no longer than 140 characters.

### **Example manifesto:**

Submitted by Rosie Harvey

Hi! I'm Rosie and I'm 24 from Staffordshire. I'm really excited about putting myself forward for the new Vice President Union Development role for 2018-19, because I'm so passionate about the Students' Union and have so many ideas on how it could be even better for students at UoN. I've worked a bit with the SU before, for example as President of the Game of Thrones society, and I have also been a Student Councillor on Student Council. I work part-time as a waitress as well, which I think adds to my experience of being organised, a team-player and someone who wells well under pressure! Please take the time to look at my manifesto points and vote for me!

Manifesto points:

1. Increase the growth of academic societies by 12% within the Students' Union
2. Encourage more participation of inclusive sports on the new Waterside campus
3. Set-up at least 5 new micro-volunteering projects for students to participate in
4. Create new events for mature students to get involved in, including child-friendly events and non-alcoholic based events
5. Increase eco-friendly materials and resources within sports, societies and volunteering

Areas of interest:

1. Develop the SU website so it is more accessible and user-friendly
2. To work with NUS on their campaigns throughout the academic year
3. Ensure there is adequate support for students during the transition to Waterside

## Some rules

2. Failure to submit a manifesto by the nominations deadline will result in a candidate being withdrawn from the election.

3. Manifestos must :

- Abide by Union regulations
- Emphasise the positives of a candidate's own campaign
- Do not negatively reflect any other candidates manifestos

Candidates that do not abide by the rules set out in point 3 will face a sanction from the Returning Officer which could result in a candidate being withdrawn from the election.

