

MANIFESTO HELP

A MANIFESTO IS A SET OF IDEAS THAT YOU WILL SEEK TO IMPLEMENT IF ELECTED. WHEN WRITING YOUR MANIFESTO, IT'S GOOD TO TALK TO YOUR CLASSMATES AND FRIENDS ABOUT HOW THEY'VE FOUND THEIR UNIVERSITY AND ABERTAY SA EXPERIENCE AND WHAT THEY THINK COULD BE IMPROVED. FIND OUT WHAT THE CURRENT OFFICERS ARE DOING AND TALK ABOUT WHAT YOU'D DO DIFFERENTLY, OR WHAT YOU WOULD CONTINUE WITH NEXT YEAR. THE SAME ISSUES COME UP EACH YEAR, SO DON'T JUST TALK ABOUT PROBLEMS: OFFER NEW AND CREATIVE SOLUTIONS.

BE REALISTIC — PLEDGE WHAT YOU BELIEVE IS ACHIEVABLE, AND SEEK WIDER SUPPORT FOR MATTERS THAT WILL HAVE A LIFE BEYOND YOUR YEAR IN POST. DON'T PROMISE ANYTHING THAT IS LEGALLY OR FINANCIALLY IMPOSSIBLE. FOR EXAMPLE, PROMISING EACH STUDENT A BURSARY OF £500 OR UNLIMITED FREE DRINKS IN BAR ONE MIGHT GET YOU LOTS OF SUPPORT, BUT YOU'RE NOT GOING TO BE ABLE TO DELIVER! CONSIDER HAVING IN YOUR MANIFESTO A FEW PRIORITY AREAS AND A HANDFUL OF SMALLER ISSUES THAT YOU CONFIDENTLY ADDRESS AND RESOLVE EASILY.

YOUR MANIFESTO MUST BE SUBMITTED WITH YOUR NOMINATION FORM AND WILL BE PUBLISHED ONLINE.

DO'S:

WRITE YOUR MANIFESTO, LEARN IT, BE ABLE TO TALK ABOUT IT AND STICK WITH IT
TALK TO PEOPLE — IN UNIVERSITY BUILDING AND BELL STREET, OUTSIDE THE LIBRARY, AT HUSTINGS, OR MAYBE DO LECTURE SHOUTOUTS WITH PERMISSION
HAVE A CATCHY SLOGAN
GET A GOOD TEAM TOGETHER
TAKE REGULAR BREAKS - CAMPAIGNING UNTIL MIDNIGHT IS NOT NECESSARILY EFFECTIVE

DON'TS:

BREAK THE RULES!
RELY SOLELY ON POSTERS AND SOCIAL MEDIA TO GET YOUR MESSAGE OUT
START TO CAMPAIGN BEFORE THE OFFICIAL START OF ONLINE CAMPAIGNING
NEGLECT YOUR DEGREE - STANDING AS A CANDIDATE IS UNLIKELY TO COUNT AS EXTENUATING CIRCUMSTANCES