

MANIFESTO WRITING – TIPS AND TRICKS

A key part of every candidate's campaign is their manifesto – a statement of their beliefs, aims and goals relating to the role they are running for. When you write your manifesto, you should include why you are running, what you will do if you are elected, and how you hope to achieve the key points that you are promising.

TIPS ON WRITING YOUR MANIFESTO

- While there's no perfect guide to writing your manifesto, try to be clear, concise, and relatable when addressing issues that affect students.
- Writing your manifesto from the bottom upwards – starting with the things you want to achieve on a small scale – and then building up to issues that might affect students on a national level is a great way to put your manifesto together.
- Every officer role will have areas that they deal with specifically – known as their remit – so you should always try and keep your manifesto relevant to the remit of the role you're running for.
- Similarly, think about the impact you will leave behind as an officer should you be elected, and the time frames you want to achieve them in.
- Your manifesto is one of the main opportunities you have to set yourself apart from your fellow candidates, even if you have similar manifesto points to them – how would you do things differently?
- A bit of humour can go a long way, especially when it is light-hearted, and used to highlight the points on your manifesto. But, while some humour is good, too much comedy could come off in a way that makes it look like you don't care (even if you do)! Similarly, never use anything derogatory (insulting someone) or defamatory (accusing someone of something). And, avoid bad language!
- The words you use are important – and just because you understand something doesn't mean everyone will! So, when using complex language or specific terms, try to either explain them or consider how your point could be rewritten.

- You will have a word limit, so use it well. If you don't have a detailed manifesto, students might wonder what you're going to do if you get into the new role! And if you try to fit in too much, will you leave out any important information?
- It's great to dream big, but make sure your promises can be kept - don't say you will do something that is impossible. Do your research around your manifesto points so you can back up your offers with evidence. Similarly, check to see if the things you are promising are something we already offer as a Union – do you want to build on something we already have or start something new?
- Most of all, be creative and have fun with your manifesto in the same way you would be with any other campaign materials. It's important to be personable – which means that a student can look to you and see themselves in you as a student leader. Memorable manifestos and slogans can stand out in a voter's mind when they come to make their decisions, just as much as your key points should.

Hopefully, you should now feel confident in creating a fun and meaningful manifesto for your campaign. So: go out there, have fun, and get ready to be a leader!