Manifesto Guidance

What is a manifesto?

A manifesto is a document that lets you explain to voters what you would do if you were elected. It tells students about your experience and skills, as well as what you pledge to do if you won the election. Your manifesto needs to approved by the Deputy Returning Officer or nominee before the Manifesto Deadline on 24th February at 16:00.

How do I submit a manifesto?

There are lots of ways to submit your manifesto:

- **When you nominate yourself**

You can type your manifesto straight into the 'submit manifesto' box when you put in your nomination.

- **Use the template**

If you would like to use the manifesto template (available at www.ltsu.co.uk/studentvoice/elections/candidatehub) then fill it in and send over to LTSUElections@leedstrinity.ac.uk

- **Create your own document**

You can create your own manifesto document if you wish and lay it out in a way you think is eye-catching. Then, you can upload this image to your nomination.

What should be in my manifesto?

There are a few topics you should include:

- Who you are
- What position you're running for
- A little bit about yourself
- What skills and experience you would bring to the role
- What you pledge to do if you were elected (what you want to achieve)
- Where students can find out more about your campaign

Anything else I need to know?

- Your manifesto should not exceed 250 words
- You can amend your online manifesto until the deadline (24th February, 16:00)
- Please ask for permission before using images of people
- Remember to proofread your manifesto before submitting it, Leeds Trinity SU will not make any changes to your submission

Tips on Content:

- **Think about the Union in its entirety** - What in your opinion should be the objectives 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 Leeds Trinity SU. Think about what makes Leeds Trinity SU unique and how can you ensure or enhance this?

- **Don't be afraid to criticise the SU or the University** if you can evidence problems 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 and pitch 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 issues they 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 has a lot of useful information about current student issues and what work has happened recently to combat these.
    - www.unistats.gov.uk has information available at the individual programme level.