

ltsu

LEEDS TRINITY STUDENTS' UNION

Manifesto Writing Guidance

YOUR VOICE. YOUR POWER. YOUR VOTE.





ELECTIONS 2024

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Manifesto Writing Tips

What is a Manifesto?

A manifesto is a statement that tells voters who you are and what you want to achieve. It's short and to the point, and lets voters know more about you.

How to get started

Writing your manifesto might seem daunting, but don't worry, we've got a few points to help you get started. Get started with a rough draft and tell people.

- Why you are standing for this role, and what you hope to achieve.
- Have a look at the role overview.
- Talk about things that affect this role and the students it represents.
- Research what the University is doing now.
- Talk about what matters to you, your friends, and other students (how can your policies be appropriate to all students).
- Try to communicate your enthusiasm and commitment to the role.
- Write in a way that students will understand; be clear and concise.
- Make sure what you want to achieve is realistic.
- Be creative and inspiring.



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Useful Tips

- Tell voters what your objectives are, and remember you are accountable to the student body.
- Be concise and use plain language. Don't use long or complicated words.
- Your manifesto is about you, not the people you're running against.
- Make it relevant to the position you're running for. Show voters that you are a great leader, that you're enthusiastic and that you're the best person for the job.
- Think about being creative and inspiring; what are you going to do to make the student experience better?
- Make it personal, truthful, realistic, and easy to read.
- Use words like "believe" and "want".
- Try and find a balance between achievable and appealing.

Once you've written a rough draft, read it, read it again, ask a friend what they think, and make your edits.

Useful Writing Tools

If spelling and grammar are not your strong points, consider using free tools like [Grammarly](#) and the [Hemingway Editor](#).



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Structuring your manifesto?

If you are struggling to get your words down, here's a basic structure to get things moving, but free feel to write your manifesto the way you want it.

- Hello, my name is...
 - I am running for...
 - I am running because...
 - I have these experiences which I could use to benefit students...
 - I have previously been involved with the union by...
 - If elected I will campaign on the following things:
 - This issue is important because...
 - I will achieve the aim of this through...
 - Closing Statement: Please make sure you remember to go out and vote...
My name is... and I am running for...
 - Consider adding your contact details here in case students have any other questions for you.
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- 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? Is the topic current?
 - **TIME-BOUND:** when will it happen?



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Word Count

Remember to keep your manifesto to the allocated word length. The manifesto should be no more than 250 words.

Web Resources

NUS has a lot of useful information about current student issues and what work has happened recently to combat these. You can find them on the link here

www.nus.org.uk

The OfS champion students and ensure the government and universities are looking out for their best interests. You can find them on the link here

www.officeforstudents.org.uk