



**STUDENT
VOICE**

UUSU



HOW TO WRITE A MANIFESTO!

QUICK START GUIDE

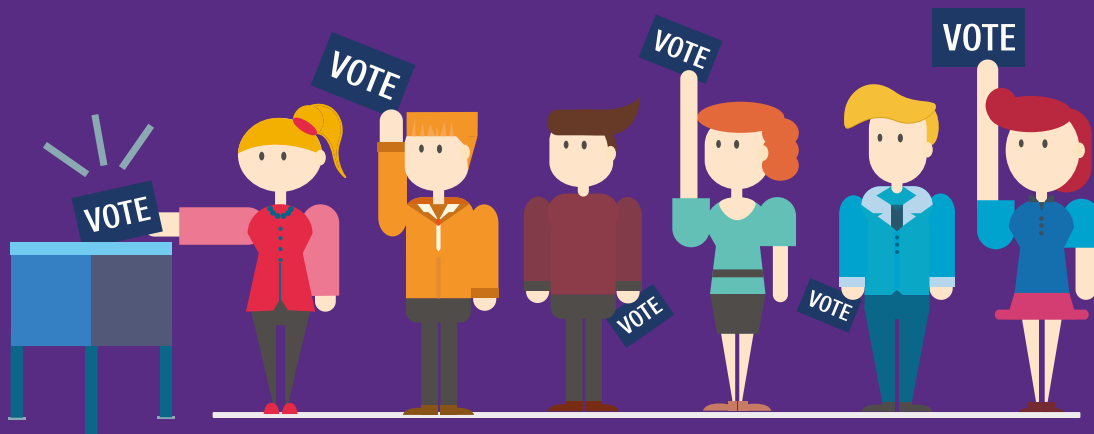
WHAT IS A MANIFESTO?

It's "a public declaration of policy and aims, especially one issued before an election by a political party or candidate."

BUT IN REAL TERMS...

Your manifesto is a short document that should put forward your experience, visions, and aims for your time in the role. It is your chance to communicate to students why you are the best candidate for the role, and to set you apart from your opposition.

An engaging and well-written manifesto is the key to a winning election campaign. The following top tips will help you with putting together, structuring, and selling your manifesto to your electorate no matter the election.



SELLING YOUR EXPERIENCE

The manifesto is about YOU, and what it is that sets you apart from other candidates. A short statement or section at the start of your manifesto should tell us about the experience, qualities, and passion that you will bring to the Officer role. People aren't just voting for ideas; they are voting for you!

Think about including any relevant experience within a society, Sports Team, campaign or as a rep. This could also include any jobs or volunteering positions that demonstrate your passion and skills.

However, experience isn't everything. We also want to find out about you! Are you funny? Are you driven and ambitious? Are you a good listener, or a team player? Ask your friends, family, and course mates what they value most about you - these are things you want others to see!

YOUR POLICIES/IDEAS

The ideas on your manifesto are incredibly important - they tell students what you intend to do and will form the basis of your year in office if you are elected! Your ideas should be clear goals and focus upon issues that are important to Ulster University students.

Remember that these must be achievable and well researched. Your manifesto commitments will be challenged by the electorate, potentially other candidates and through other mechanisms such as Candidates Question Time. ***No commitments to give everyone free pints all year will be accepted!***

Some key sources of information:

- **Your experience** - what problems have you faced as a student? What needs to change about campus life?
- **Friends/Peers** - talk to them about their experiences and see what they think of your ideas.
- **Colleges/Departments** - reach out to students, academics, and reps within your department/college to find out about the key issues impacting College life (especially if you're running to be a Student Officer!).
- **The Union website** - find out about all the different areas of Union life, and the resources that will be available to you as an Officer.
- **University website** - what is the University doing now? Do you think something is missing?

HOW TO LAY IT ALL OUT!

So, you have your ideas! But how do you communicate them effectively to students? During the voting period, students will be reading more than 1 manifesto, and you want it to be YOURS that they remember. Making sure you think about how you structure and group your experience, policies and values is so important.

You may wish to group different policies together under specific headings, these could be broken down by value, area of work or scale of change. For example:



It doesn't need to be long! Don't think of your manifesto as a long Christmas list of ideas. Treat it more as a platform for communicating your values, ideas, and approach to the role. If submitting a text based manifesto then the max word count is: 300 words.

The types of ideas you may want to consider:

- A change to a specific University policy and/or practice
- Greater resources and awareness of a particular issue
- Improvements to existing resources and services
- Support for the needs/rights of a particular group of students
- A new event or celebration to be held at the SU
- Your approach to the role - want a new way of listening to students' concerns?
Think Students' Union Democracy needs a shake-up?

Make sure you have checked out what is going on already, talk to the relevant staff, your current officer team and see what has been happening or what plans are in place for upcoming improvements or events.

EXAMPLE MANIFESTO STRUCTURE

Remember this is a basic manifesto, remember to use colour, be creative, and really make it your own!

Title:

VOTE JOE BLOGGS FOR PRESIDENT

Slogan:

#MAKEITCATCHY

Opening Statement:

Hi everyone! My name is JOE, and I am running to be your PRESIDENT. This second sentence will state my core values, the reasons I am running, and touch upon why I am the best for the role.

Why me?

These are all the reasons that I am the best candidate for this role:

Positions you have held

Were you on the Committee for a Society or Volunteering Project? Been an active course or departmental rep within your School or Faculty? Let us know!

Personal qualities

Are you funny or serious? Are you a good listener, or a great leader? Calm under pressure? Tell students who you are!

Your achievements

Did you successfully run an event or social? Push for a policy change? Mobilise some student volunteers? Win a sports competition, or attend a certain number of training sessions?

Community

Any spaces you've been particularly active in or care about! Have you been a Student Councillor? Passionate about a specific cultural society, or group of students?

My Commitments:

VALUE 1

- A University policy I think should change.
- A campaign or initiative I think should be held.
- A group of students I wish to support.

VALUE 2

- A piece of research, or a report I wish to write on an important issue.
- A current Union initiative I want to change or collaborate on.

Take a look online, look at previous candidates, candidates at other universities, be inspired but make sure not to plagiarise, we will be on the lookout and after all... We want this to be about YOU!

THE TECHNICAL BITS

You have your manifesto all done, looking unique and all about what you would do in the role? Along with sharing it on social media, we want it to be on our website (uusuu.org) to get the best possible reach! How do I do that I hear you ask!

Firstly you are going to need that picture manifesto in a format that can be uploaded to the website. For this its best to have it as a lossless picture format such as a PNG Image.

Feel free to have it accompanied with a text based description or manifesto to be as inclusive as possible!

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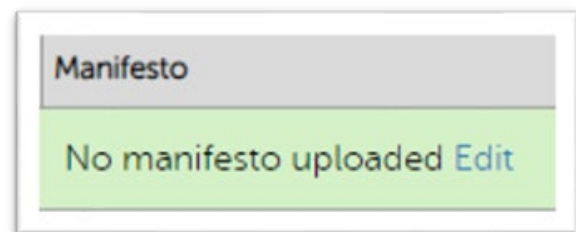
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Step 1:

Login to uusuu.org and go to your nomination under the post you are running for! (Where you put your nomination in originally)

Step 2:

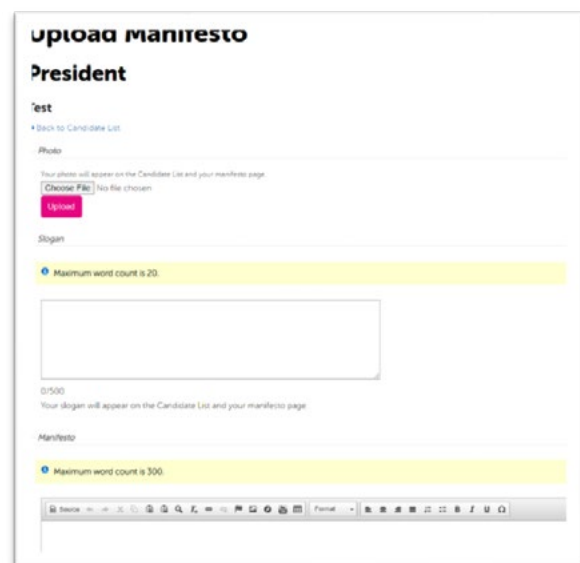
It will say no manifesto submitted. Let's change that! Select the button that says Edit



Step 3:

You will be presented with a screen with three main sections Photo, Slogan and Manifesto.

Firstly make sure you have a photo in place, something that shows you are approachable and friendly! The image must be in one of the usual file formats and no more than 1mb in size.



Step 4:

It's time for a catchy slogan "Its time to submit that manifesto and get working for you" Or maybe something slightly better... You get the drift!

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Step 5:

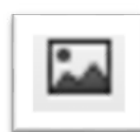
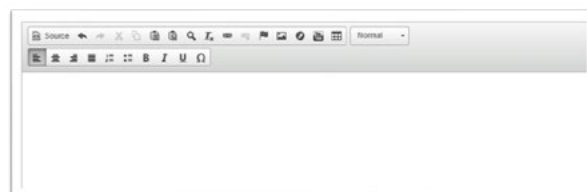
You will be presented with a box that looks something like this.

Don't worry if you aren't an IT whiz, there's no need to use the flash button or most of it unless you want to, the important buttons are the same as you would find in any text editor and that all important image button.

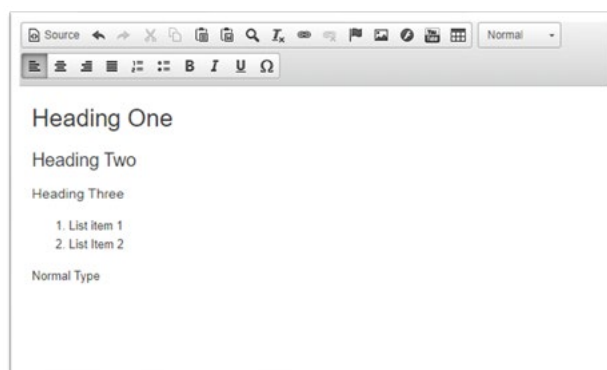
That will allow you to insert your manifesto if you have an image of one already prepared.

Alongside that you may want to make use of the button on the right titled Normal which allows you to change the size of the font and create headers as shown below.

Use this for your accompanying text. Remember max word count of 300 applies!



<--- Like this one



Once you have manifestoed to your hearts content simply press save!

Hopefully this is useful, if you have any issues feel free to contact the team @ elections@uusu.org