

## How to Write a Manifesto – Elections Guide

### Why do I need to write a manifesto?

When you submit your nomination, you need to include a picture, a slogan, and your manifesto.

### What is a manifesto?

A manifesto explains what you stand for and why people should vote for you in elections. This should include positive changes that you would like to make for your constituents. If you don't have a clear manifesto, students may not wish to vote for you, as they won't know what you want to do if you are elected.

### What should be in a manifesto?

A manifesto should include:

- 1) a short summary of who you are;
- 2) an overview of any experiences that would make you a good candidate for the position you're running for (e.g. volunteer positions you've held); and
- 3) an outline of what you would like to achieve if you are elections.

The manifesto that will be shared on the Strath Union website has a word limit of **250 words**.

### How do I know what to put in a manifesto?

Your manifesto points should be about making change that will have a positive impact on students' lives. To decide what to include you should think about:

- 1) Your experience
  - a. What has affected you that you would like to change?
- 2) The experience of students you know
  - a. Think about your course-mates, housemates and other students you know – what would improve their student experience?
- 3) Local and national issues
  - a. Things going on in locally and nationally, such as climate change and cost of accommodation, affect students – if you were elected, what could you do about these issues?

### Any final tips?

- 1) A manifesto is not a cover letter or application, so we would recommend avoiding long paragraphs and sentences. Students may not have time to stop and read over every manifesto, so the easier to understand, the better.
- 2) It can be tempting to include lots in your manifesto – sometimes including too many promises can be seen as unrealistic or confusing. Keeping your key manifesto points to 3 to 6 main areas is a lot easier to communicate
- 3) When designing your manifesto, keep it simple and consistent. Think about whether the information is easy to read, both on screens and in print.
- 4) Don't forget that you can also use your manifesto as a platform for campaigning – for example, you can use individual points in promotional posts.
- 5) We are running an Elections workshop on running effective election campaigns on February 8<sup>th</sup> – you can sign up [HERE](#)
- 6) Make sure you include key dates and details of where to vote!

**Example Manifesto:**

Have a look and see what you think works well and what you might do differently. Remember, this is just an example! You can create your manifesto however you think would work best for you and your campaign



# THE BIGGER & BOLDER WELFARE MANIFESTO

**→ FOR STUDENT WELLBEING:**

- FIGHT AGAINST INTERNATIONAL AND rUK TUITION FEE INCREASES.
- MORE JOBS AND PAID INTERNSHIP OPPORTUNITIES ON CAMPUS.
- FREE WASH CREDITS FOR LAUNDRY IN THE UNIVERSITY HALLS.
- NEW MEASURES TO SUPPORT ESTRANGED STUDENTS.

**→ FOR STUDENT MENTAL HEALTH:**

- MORE FUNDING AND RESOURCES FOR MENTAL HEALTH SERVICES.
- MENTAL HEALTH FIRST AID TRAINING FOR STAFF AND SOCIETY COMMITTEES.
- EMERGENCY COUNSELLING APPOINTMENTS FOR STUDENTS IN CRISIS.
- REDUCE MENTAL HEALTH COUNSELLING WAITING TIMES.

**→ FOR STUDENT LIFE:**

- STRATH UNION DAY TRIPS SERVICE PROVIDING TRIPS ACROSS SCOTLAND.
- REFURBISHMENT OF TODD'S OUTDOOR SPACE INTO A PLEASANT BEER GARDEN.
- CHEAP AND AFFORDABLE SUPERMARKET IN THE STUDENT VILLAGE.
- STRATH UNION LETTING AGENCY SAVING YOU HUNDREDS OF £'S IN LETTING FEES.
- STUDENT HOUSING CO-OP AND KEEP THE FEES FREEZE IN UNI HALLS.
- SELF DEFENCE TRAINING SESSIONS AVAILABLE THROUGH THE UNION.
- NAP PODS AVAILABLE IN THE UNIVERSITY LIBRARY.
- SCRAP TRANSCRIPT FEES AND MANDATORY GRADUATION GOWNS.

VOTING OPEN TUES 3RD - THURS 5TH  
[STRATHUNION.COM/ELECTIONS](http://STRATHUNION.COM/ELECTIONS)

**BOLDER POLICIES!**  
**BETTER WELFARE!**