

MANIFESTO

TRAINING



The logo consists of a dark blue speech bubble shape containing the letters 'S' and 'U' stacked vertically in white. A white, rolled-up document or scroll with a dark blue outline and diagonal hatching on the sides, suggesting a rolled-up scroll or a rolled-up document.

S
U

Welcome, aspiring Student Union election candidates! In this manifesto training session, we will equip you with the knowledge and skills you need to craft a compelling and effective manifesto for your campaign. Your manifesto is your opportunity to outline your vision, goals, and plans for the Student Union, so it's crucial to get it right. Let's dive in!

Remember

S
U

- 500 words max (it will not let you submit over!)
- Keep it clear
- Add a photo (smile! it helps candidates view you as a person)
- Not to be submitted in any artwork just text

Your Vision

Discuss the importance of a manifesto in communicating your vision and goals to voters. Voters need a clear vision.

- Research other election manifestos to help you gather ideas
- Use your experience on what you would want to change if you were elected.
- Focus on the solution not the issue.
- Brainstorm and identify the most pressing issues facing the student body.



Layout

- Name:
- Manifesto Slogan:
- Who are you:
- 5 Aims if you were elected:
- What will you bring to the role:
- Summarise:



Name:

Use your full name incase another candidate has the same name as you!

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Have a slogan

Many candidates choose a catchy, memorable phrase across their campaign to attract students, give a feel of their campaign and set themselves apart from other candidates.

Tips for a strong slogan:

- Research slogans from past elections
- Link it to your name to help students remember who you are
- Make it short & snappy
- Think about if you could use humour / puns



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Have a slogan

Slogan Ideas

- *A vote for Emily is a vote for Free Education*
- *Your Trusted Friend*
- *Barry is Breaking Barriers for Students*
- *Making Birkbeck a better place*
- *Our future is green (sustainability focused)*
- *Sanjib gets results*

Suggest not to use these as you don't want to have the same slogan as another candidate - you cannot change it after 25th Feb!



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Who are you?

This is a chance for voters to get to know you, keep it quick but consider including:

- your course
- how long you have been at Birkbeck
- any hobbies
- passions

Let voters get to know you a little!



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5 Aims:

This is the most important part of your manifesto!

If you were elected, what would you do differently?

Be clear! Be specific! How are you going to do it?





Enhance Course Rep Programme



Enhance Course Rep Programme



Not Specific

Create more benefits for being a Course Rep



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Create more benefits for being a Course Rep



Clearly explaining what they are going to do

Create a better Elections Process for candidates



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Create a better Elections Process for candidates



Not Specific

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Create incentives for candidates in the SU elections



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Create incentives for candidates in the SU elections



Clearly explaining what they are going to do and the goal



Top Tips

If you have a clear goal in mind add a goal such as “increasing voter turn out by 10%”

- Be Clear
- Think Snappy
- Why should they vote for you?
- Voters- Remember Voters will see your manifesto before they vote.
- Be sure- you cannot change your manifesto after 25th feb!

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Top Tips

- Be Clear
- Think Snappy
- Why should they vote for you?
- Talk about yourself
- Voters- Remember Voters will see your manifesto before they vote.
- Be sure- you cannot change your manifesto after 25th feb!

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Final Part

What will you bring to the role: (be brief!)

(Experience, skills, passions?)

Summarize:

(End of why students should vote for you)

Any questions?



<http://birkbeckunion.org/elections>