



Stand. Vote. Lead.

**SU Elections.**

# **Manifesto Writing Guide**

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# Welcome.

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Writing an election manifesto needn't be something to tear your hair out about. Essentially, your manifesto should state what you would plan to do in your time in office, and what changes you would make.

## What is a manifesto?

When running in an election candidates need to convey to voters what they stand for and what they would do if they got voted in. The way to show people what you stand for is to produce a document that highlights your key aims, this is a manifesto.

Simply put, it is what you would do if you were successful. A manifesto should appeal to people and get them to understand who you are and motivate them to vote for you.

It is always good, when forming a manifesto, to talk to students. Find out how they feel and what concerns they have, you can then create solutions or ask how they would want things to be different.

It's all about what you want to do, set out your goals for your time in office and ensure they are realistic and achievable.

## Mapping out your manifesto

When it comes to getting your manifesto down on paper you should stop and think about what the Students' Union is already doing and its plan for the future. You can find this on the website by searching for Strategic Plan.

It's important that you are realistic in what you say you are going to do. It may sound great saying free drinks and cheap chips – but something like that is unlikely to happen so there's no point misleading voters and setting yourself up to fail.

You need to understand what motivates the people who are going to vote for you so it's essential that you get out and about on campus to understand what matters to students

You might already have some great ideas of your own – but if they don't match up with what wider students want then they will think you are out of touch and not representing them.

Speak to as many people as you can, including your friends, peers, members of societies and sports clubs and Course Reps. Test your ideas out on them and take on their feedback.

## **Prioritise**

You should focus on a few issues as part of your manifesto and campaign instead of listing lots and lots of different things. That way, students will be clear on what you stand for and see you for what you represent.

Select three themes/ideas off your list as priorities that you will concentrate on and test these out when you go out and speak to students to ensure they match up with the opinion of students on campus.

## **Refer to the national picture**

It is important to concentrate on local ideas but the national picture also has a part to play. By showing that you are in touch with the topics that are high up on the national agenda students will see you as a good person to represent their needs.

Examples of this are the current Teaching Excellence Framework and the impact this may have on institutions in the future while Brexit could play a major role in the numbers of international students attending British universities.

# Things to avoid

Don't just settle on one single issue. While you may perceive it to be a central issue you risk alienating a large population of the University and students will want to know that you are more than a 'one-trick pony'.

Another big risk is promising things you can't deliver if elected. While a candidate may want to say they'll change the price of VK to £1 a bottle there's no realistic chance of this happening due to the impact this would have on the organisation's wider service delivery.

If you want to check the difficulty on delivering a manifesto promise you can always pop in to the Students' Union and speak to the Student Voice team who will be able to offer advice on what's possible.

# What does a manifesto look like?

There are lots of examples of manifestos available and we have selected a few for you to look at. We ask you to create a manifesto for yourself that we will show on the site when it comes to voting.

You'll also need to submit 200 words for the official candidate guide that answers the following questions:

- Why do you think you're the best person for the role?
- What would you like to achieve in this role?
- In a sentence why should people vote for you?

You are then free to design your own manifesto, the guidance for this is one page A4 and 400 word limit. It is good to make the manifesto eye catching and interesting but remember what you stand for and how you say it is more important.

# MEGAN

FOR NATIONAL PRESIDENT



## WELCOME TO MY MANIFESTO #GETITDUNN

**H**I I'm Megan Dunn, and I'm standing to be NUS President because I want to see a student movement that doesn't just talk about liberation, collectivism and equality; but actually delivers on these values every single day.

Education is a public good, it changes the lives of students and our communities for the better; we need a National Union that makes sure everyone can access a transformational education.

With a new government, we have to be clearer than ever that we won't take a back seat on the issues that affect us, whether this is on devolution, education funding or the role of Students' Unions.

But we can't allow national politics to let us forget about local issues, we shouldn't have to choose between them, and as president, I'll make sure that together, we are always fighting for students, whenever they need us, locally and nationally.



### CAMPAIGNING POST GENERAL ELECTION

This year, we've worked to force the government's hand, securing postgraduate loans in England for the first time, and ensured students in colleges and private providers have access to independent complaints and appeals for the first time. We've made sure hundreds of thousands of students are registered to vote and we've driven the agenda of political parties in the lead up to the general election, securing promises on reducing tuition fees, a living wage, the apprentice minimum wage and unpaid internships.

As President, I'll make sure that politicians never get away with going back on their promises. On the 7th May we'll have our say at the ballot box, but politics has to be more than one vote every five years. As well as elections at Holyrood, the Welsh Assembly and council elections across the UK, we could see a referendum on membership of the EU. We have to keep working to make sure students' voices are heard, not just before each election but every day of every year.



### AS PRESIDENT, I WILL:

Deliver a national campaign for student support that covers the cost of living in FE, undergraduate and postgrad study.

Campaign for free education and against the market in Higher and Further Education – and for post graduate funding for all ages and all subjects.

Deliver a series of employment campaigns – ending unpaid internships and exploitative work, delivering a living wage for all apprentices and workers.

### TRANSFORMING NUS

We have to make sure that students' voices are heard on the biggest issues of the day, from the classroom to the government, but too often students' unions and activists are left behind. We have to stop pretending that all unions are the same, and that there is a single example of student unionism or activism that should be held up as standard. For too long, NUS has been distant from Student Unions, not focusing on the issues that really matter to them. This year, I've been on campuses, delivering projects locally with students' unions to radically change education, but there's loads more to do.

**MEGAN**  
FOR NATIONAL PRESIDENT

**IF YOU WANT THIS MANIFESTO IN ANOTHER FORMAT OR TALK TO ME ABOUT MY CAMPAIGN, PLEASE GET IN TOUCH!**

 [WWW.MEGANFORNATIONALPRESIDENT.WORDPRESS.COM](http://WWW.MEGANFORNATIONALPRESIDENT.WORDPRESS.COM)

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# VOTE TASH FOR SU PRESIDENT

## YOUR VOICE MATTERS

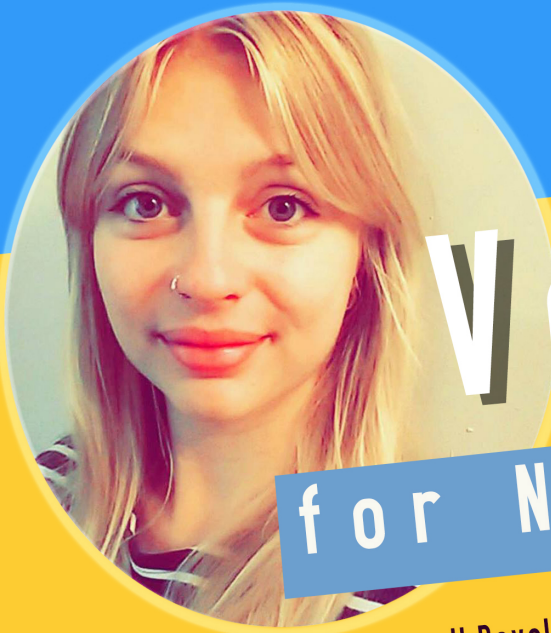
I'm running for SU President in order to make sure the voice of every single student is inclusively prioritised above all else and that transparency at the SU is increased so students can share their views on changes being made.

-  **Your Union:** Cheaper function nights in reading week, payment schemes for bigger events, increase in nights like Toast and alternative nights, more events to link Kingswood to campus.
-  **Your Health:** Lobby for Health Centre improvement, focus on mental health particularly the stigma for men.
-  **Your Course:** Open the curriculum to include BME/LGBT+ authors, lobby to eradicate hidden course fees for printing, texts etc.
-  **Your Sports and Societies:** Support scheme for small/new clubs, equal treatment and prioritisation of all clubs.
-  **Your Education:** Forums to report what you want in the new library, lobby for sleeping pods in new library, increased tutor/student contact through online hub, increased support for year abroad and returning students. Online version of course rep system
-  **Your Career:** Increased help for graduates, more visibility and events for the careers service, focus on women in STEM, more visiting speakers.
-  **Your safety:** Increase in Shh Bus service, a student facing resolve for the back gate and lobby for rentable bike system.

Follow my campaign trail:



#StickWithSid



# Vote Sid

## for NUS Delegate

NUS delegate represents all Royal Holloway students at the National Union of Students annual conference in March, where priority campaigns are voted on.



- Your elected Co-President Welfare & Diversity this year, focusing on the I Heart Consent Campaign, campaigns around Diversity and Housing
- Vice President Education & Welfare last year (reformed the course rep system and brought in puppy therapy)
- Elected NUS delegate last year
- Psychology UC and Intersectional Feminist

### I Stand For:

**1** Free Education, and strong financial support for students at university

Fair representation of all student populations at conference **2**

**3** Adequate, affordable housing for all students at university

Good quality education and courses that improve year on year **4**

**5** Better understanding of diversity on campus both in unions and at universities, in terms of Black & Minority Ethnicity, LGBT+, Disabled, Women and Marginalised Genders

Vote online at [www.su.rhul.ac.uk](http://www.su.rhul.ac.uk) on Friday 24th October 2014

# Support

Our staff are always on hand to help you throughout the elections process and it is worth having a chat with them if you are unsure or would like to ask questions. We have different forms of support you can access:

- Arrange a chat with a current Officer
- Book on to one of our CEO sessions – Email [Voice@su.rhul.ac.uk](mailto:Voice@su.rhul.ac.uk)
- Arrange a chat with a member of the Student Voice team – Email [Voice@su.rhul.ac.uk](mailto:Voice@su.rhul.ac.uk)

# Submission

Both your 200 and 400 word manifestos must be submitted to [voice@su.rhul.ac.uk](mailto:voice@su.rhul.ac.uk) by Friday 7 February to be used for the website and ballot page.





**Stand. Vote. Lead.**

**SU Elections.**

**#RHVotes**

**[su.rhul.ac.uk/elections](https://su.rhul.ac.uk/elections)**

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