



community elections

manifesto guide

su.rhul.ac.uk/elections

Campaigning Top Tips from previous Sabbatical Officers

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.

>> Be realistic

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. Make sure you are aware of what the SU is already doing and its plan for the future.

>> 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.

>> Find out what matters to students

A big part of our work is finding out student opinion. You might 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 academic reps. Test your ideas out on them and take on their feedback.

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. Check out our what's on the agenda guide!

>> Things to avoid

Promising things you can't deliver if elected, as well as picking a single 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'.

What does a manifesto look like?

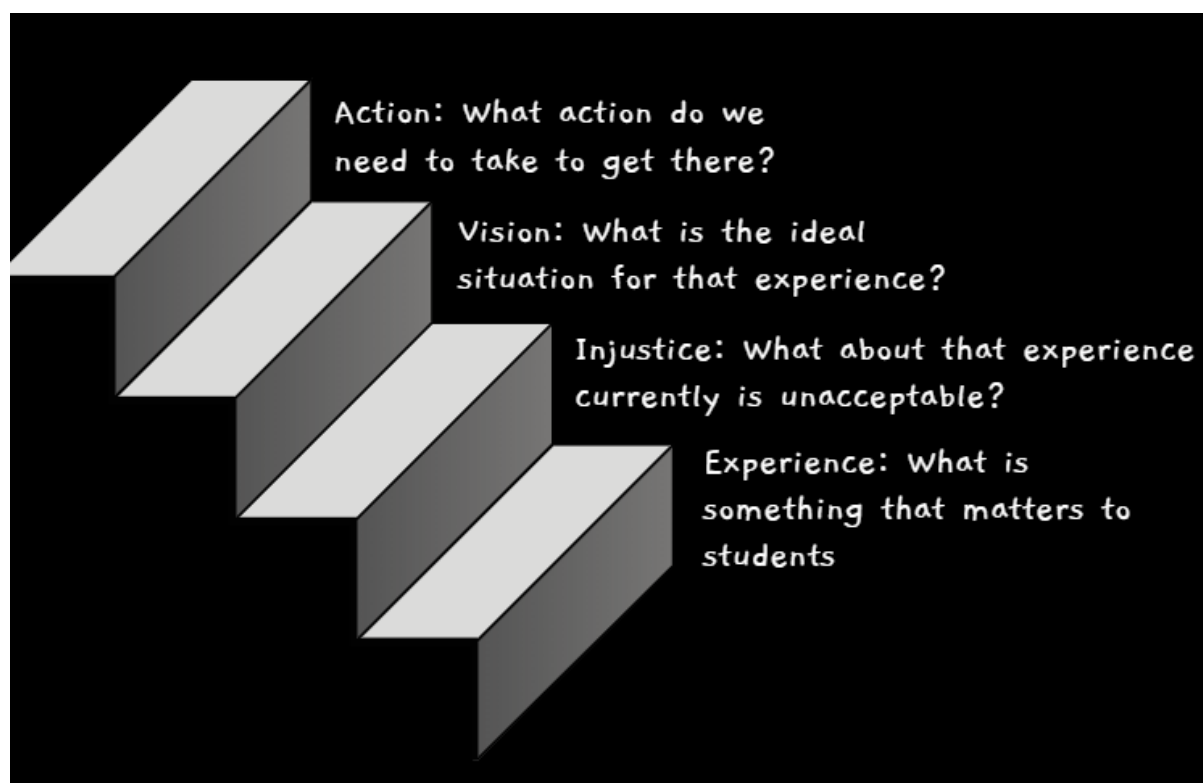
Your manifesto will be available for voters to see online, both on website and in the ballot. It should be 400 words of plain text and consider the following:

- Why do you think you're the best person for the role?
- What would you like to achieve in this role?

Key information:	
Manifesto deadline	23:59, Fri, 11 Jan 2024
Manifesto length – For website and ballot page	400 words, plain text

Apathy staircase

When you're shaping your manifesto about what you are hoping to achieve, you should use the apathy staircase. This will get people invested in your manifesto aim because they will understand why what you are hoping to achieve is so important.



The injustice section is all about convincing people why something needs to change. It could be based on data, testimonies, lived experience etc and this is what will get someone bought into your aim.

The order is also important for this, you need to plan your manifesto in the right order. If you jump straight to action - people won't understand why you want to do it and are less likely to buy in to your aims.

Examples

While your manifesto for the website has to be plain text, you may wish to design something more visually appealing to share elsewhere e.g. digital posters on social media (printed not allowed). The guidance for this is one page of A4 and a 400-word limit. It is good to make the manifesto eyecatching and interesting, but remember: what you stand for and how you say it is more important.

We have put together some examples of manifestos from previous years to give you an idea of what they look like. Remember these are for guidance only, so make sure you're still using your own ideas and designs.



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.

I Stand For:

- 1 Free Education, and strong financial support for students at university
- 2 Fair representation of all student populations at conference
- 3 Adequate, affordable housing for all students at university
- 4 Good quality education and courses that improve year on year
- 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

- 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

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:

- Chat with a current Officer at their Sabb Drop In on 1 Feb
- Arrange a chat with the Student Voice Manager by booking onto a 121 [here](#)
- Running for an officer role? Book onto a CEO 121

Check out the [candidate hub](#) for more resources and workshops

Key dates:	
CEO Sessions	16 Jan – 13 Feb
Manifesto deadline	23:59, Sun 12 Feb

When you're done

You'll need to submit your 400-word plain text manifesto by Sunday 11 February. [Follow this link](#) to fill out the information online.

Deadline: 23:59, Sun 11 Feb

”

**RH
SU**
leadership
elections

su.rhul.ac.uk/elections

f @ X d
@SURHUL