


**SU Elections.**

# **MANIFESTO GUIDE**



# WELCOME.

**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.

## >> WHAT IS THE STUDENTS' UNION DOING?

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.

## >> 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 Course Reps. Test your ideas out on them and take on their feedback.

## >> 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.

## >> 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'.

# THINGS TO AVOID.

**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. We also ask you for 200 words answering the following when you nominate yourself:**

- 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 are should people vote for you?

These answers will go into the candidate guide we create for the elections. 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.

## KEY DATES

Manifesto deadline

**Friday 8 Feb**

## MANIFESTO LENGTHS

Online

**400 words**

Candidate Guide

**200 words**

# EXAMPLES.

**We have put together some examples of manifestos from previous years and other organisations to give you an idea of what they look like. Remember these are for guidance, do not use the points or designs, and use your own ideas.**



# 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.

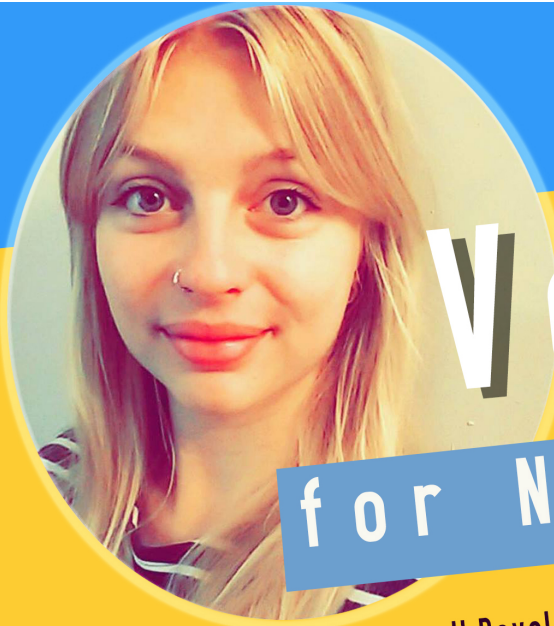


**Your safety:** Increase in Shh Bus service, a student facing resolve for the back gate and lobby for rentable bike system.

Follow my campaign trail:

# #tashup





#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

# 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 on 28 and 29 January by emailing **voice@su.rhul.ac.uk**
- Arrange a chat with a member of the Student Voice team by emailing **voice@su.rhul.ac.uk**

For a full list of workshops available throughout the elections period, check out the full timeline of events online at **[su.rhul.ac.uk/elections](https://su.rhul.ac.uk/elections)**

## KEY DATES

|                    |                        |
|--------------------|------------------------|
| Manifesto deadline | <b>Friday 8 Feb</b>    |
| CEO sessions       | <b>28 &amp; 29 Jan</b> |

# WHEN YOU'RE DONE...

**You'll need to submit your 200 word manifesto for the Candidate Guide and your 400 word manifesto for the website and ballot page by 12pm, Friday 8 February. Email them to our Student Voice team at [voice@su.rhul.ac.uk](mailto:voice@su.rhul.ac.uk)**

**Deadline:  
12pm, Friday 8 February**



**SU Elections.**



**@SURHUL**  
**SU.RHUL.AC.UK**