

Manifesto Masterclass

Election Candidate Training 2025

Session Overview

- What is a manifesto?
 - Officer Election Manifesto Guidelines
 - Manifesto Writing Top Tips
 - What do students care about?
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What is a manifesto?

- A manifesto is a **statement** of beliefs, aims or policies
- Manifestos can be used for many different purposes, such as: political party manifestos, brand declarations, or personal statements



Election Manifestos

- In local + national elections, candidates will create + run on manifestos.
- These usually involve promises or commitments for things they want to do if elected.
- In these, they will try to secure voters by appealing to what they care about + value.



Writing a Manifesto

- Writing a successful manifesto is all about selling yourself
 - You want to put your best foot forward + show everyone why you're best for a job or why your voice is important
 - It's a **statement for success** and a **declaration** of what you intend to do!
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Your Candidate Manifesto



- As a candidate in the Student Officer Elections, you will need to submit a **300-word written manifesto**.
- **This is a strict word limit.** Any words over that limit will be cut off.
- Your manifesto appears on the ballot paper for students to read when casting their vote.
- You have a chance to make edits to your manifesto until **10am on Tuesday 4th March**

Mini Manifesto

- In addition to your main manifesto, we also need a **mini manifesto** from you!
 - You should include a **short summary** of your **key messages**, which will be used in our Candidate Booklet
 - Your full manifesto will still be available to voters on our website
 - The limit for this is **50 words**
 - The deadline to submit this is: **10am on Tuesday 4th March**
 - **Submission is optional**
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Manifesto Top Tips

- **Be clear + straightforward**
 - Use language which is understandable to all voters + is clear on what your goals are
 - **Use engaging language**
 - Know your audience - this isn't a standard job application, so don't just list your previous experience
 - Try and use engaging language to help capture voters' attention + make them remember you
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Manifesto Top Tips

- **Keep on topic**
 - It's great to demonstrate your experience, but you've only got 300 words to get your message across so make sure to keep on topic.
 - Don't waffle!
 - **Don't be afraid to stand out**
 - Don't be afraid to go against the grain with what you care about, instead of just promising the same thing as everyone else – it might strongly resonate with students!
 - Let your personality shine through!
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Manifesto Top Tips

- **Be true to yourself**
 - Write about what you actually care about, not just what you think people want to hear
 - Make sure it's something you're actually passionate about changing
 - **Be specific + realistic with your promises**
 - If elected, you're committed to working on your manifesto points – make sure they're actually achievable
 - Don't overpromise – **focus on 3 or 4 key issues**
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Have a Think About...

- **What voters do you want to appeal to?**
 - There are issues that are **universal** to all students but there will also be things that are specific to different groups, based on identity, course, type of study etc.
 - Try + decide what groups you want to target
 - **What makes you stand out?**
 - Think about your unique voice + perspective and how you could use this to appeal to voters
 - What skills or qualities do you have that others might not?
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AI & Manifestos

- Some people may find Generative AI to be a useful tool when **shaping the structure** of a manifesto
 - If you're using AI to help you, make sure you're not relying on this to write your entire manifesto
 - Remember manifestos that are **personal + unique** are the most popular with voters – you won't get this with AI!
 - Focus back on our Top Tips: **be true to yourself, stand out + be specific**
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Manifesto Writing Prompts




- What are your **values**?
- What are the things that you're **passionate** about?
- Think about **what you as a student would have wanted** someone to put in place for you.
- What **problems** do students face + how could we solve them?



Election Manifesto Examples

The Good

- + Good balance of text
- + 4 clear commitments with some info on how to achieve that
- + Info on their experience
- Could have more personal info – qualities, skills, values etc.

| | |
|---|--|
| <p>VOTE </p> <p>FOR VP SUPPORT</p> <ul style="list-style-type: none"> • 4th year CrimSoc student • Student Life Mentor 18/19 • Hive Mentor 18/19 and 20/21 • Peer Supporter 20/21 • Course Rep 20/21 • Exchange Buddy 20/21 | |
| <p>Making ECs Easier:</p> <ul style="list-style-type: none"> • Regular EC drop-in sessions. • Clearer signposting on the process of ECs, e.g. how they work and what counts as evidence. | <p>International Student Support:</p> <ul style="list-style-type: none"> • Create an International Buddy Scheme to bridge the gap between international and home students. • Introducing an International Student Survey with the aim of identifying how the university can support international students. |
| <p>SUPPORT RELATED EVENTS ON CAMPUS:</p> <ul style="list-style-type: none"> • More support related events on campus, e.g. dog therapy & mindfulness throughout the year. • Creation of the "WellFair" in which all university support services are available for drop-in sessions, making themselves accessible to students. This will occur twice a year. | <p>SEXUAL HEALTH AND WELLBEING:</p> <ul style="list-style-type: none"> • Free STI kits, sanitary products, condoms and pregnancy tests available on all campuses in discrete and accessible locations. • Bring back sexual health nurses on campus, with frequent appointment dates. |

- + Not just generic commitments – feels like issues they're actually passionate about
- + 4 clear commitments
- + Info on their experience
- + Feel personality shining through more

Vote



"Anyone Can Cook"

- **Campus Cookout**, Community days with free meals
- Collaboration and expansion of **Surrey Food Co-op**
- Student led **food education programmes**

Improved Accommodation

- 1 to 1 ratio on new low to high band accommodation
- Ensuring **affordable rent** for student accommodation
- Diversify university budget away from rent reliance

Reclaiming Campus

- **Live performances** and events around campus
- Working to **improve night safety** at the university
- **Reclaiming campus** for student activities

Ethics and Sustainability

- **Ensure sustainability** in university supply chains
- **Increased transparency** in investments and funding
- Ethical partnerships with businesses and careers

About Me

- Final year International Politics student
- President of Surrey People and Planet (2020/21)
- Deputy editor and Vice President of The Stag (2020/21)
- Volunteer with Surrey Food Co-op
- "A lovely boy" - Cath

[1] VP Community

The Less Good

- + Only has a manageable number of commitments
- Doesn't tell you anything about them as a candidate
- Very light on text
- Some spelling errors

**for Activity Zone
Comitée**



#1 Encourage people to join societies

Noone should feel like they are missing out at uni and societies is the best way to meet new friends :)

#2 Socials at Rubix

Link with relevent societies to host rubix nights themed to their society, Disney Society and Poker Society




#3 Putting activities to meet people outside your flat (assuming covid is not as significant)

- Bbq's
- Football
- Cards
ect...
- For Manor Park and Hazel Farm, Rugby Pitch
- For Stag Hill on field by the lake

SurreyDecides

- + Only has a manageable number of commitments
- + Has background on them as a person
- Very text heavy – don't need to explain in too much detail

SurreyDecides
#LightUpTheWayWith



Endorsed by LTSoc

ABOUT ME

Hey Everyone! I'm a second year English Literature student who is not afraid to advocate for change and improvement when it comes to our local student community. I am currently a student ambassador, course and community representative which has given me a first-hand insight into our student community. As a queer visual artist, I understand what it takes to create and maintain a close community and this is exactly what I intend to do through my pledges.

#LightUpTheLake



The Lake is one of our most beautiful features. However, when the sun sets, the area becomes so dark, and possibly dangerous? Having a lighting system in this area will ease anxiety within students and establish a safer community on campus. We could definitely set up a cute, moderately lit path to brighten up our dark winter days! Talks have already occurred between the current President and University faculty regarding campus lighting, therefore, I pledge to join the effort and promote action.

#BringUpThe-

The Basement is a fantastic venue found at the heart of campus, often times overlooked in favour of its big cousin, Rubix. I plan to create more events to take place in the basement, featuring student DJ's who could eventually move their way up to Rubix. This would not only give our talented student DJ's the opportunity to showcase their skills, but it would also provide a social place for students who don't necessarily vibe with the hectic and crowded nature of Rubix.

#WorkshopWithKJ

Coming to university is a daunting experience for all students, but LGBTQ+ students face an even bigger hurdle in the form of prejudice, discrimination and alienation. I wholeheartedly pledge to implement an LGBTQ+ Workshop in fresher's week. Every student would be welcome and the session would focus on connecting likeminded individuals as well as ensuring that our LGBTQ+ community, especially the BAME and trans individuals feel safe, accepted and heard.

STUDENT AMBASSADOR | COURSE REPRESENTATIVE | REPRESENTATIVE | R.A.G OFFICER LTSOC 20/21

Activity: What issues do students care
about the most?

What do students care about?

- Use your **networks** to research what is important to students
 - Talk to students! This could be your friends, course-mates, sports teams or society members
 - Browse [Change It](#) to find out what students want
 - Look into national issues + campaigns, such as through other SUs or [NUS](#)
 - They've recently released their [Manifesto for our Future](#) which has been shaped by students across the country + what matters to them
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Your Manifesto: A Summary

- It's a **declaration of your intentions** if elected
 - List **3 or 4 commitments** – things you want to change
 - Strict **300-word limit**
 - Your mini manifesto: **50-word limit**
 - There's still time to make changes and get your message right!
 - **The deadline for manifesto edits is:**
10am on Tuesday 4th March
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**Liverpool
Guild of
Students**

● **Candidate Training Afternoon**

**Wednesday 26th February, 13:00-17:00 – Elizabeth Gidney Room,
Guild Building**

A crash course in becoming a candidate! From creating the perfect video to Campaigning 101, we're on hand to offer all the support you need to be Elections Week ready.

13:00-13:30 – Get to Know the Guild

13:30-14:15 – Campaigning 101 - Part 1

14:15-14:30 – Break

14:30-15:15 – Campaigning 101 - Part 2

15:15-15:45 – Public Speaking for Campaigners

15:45-16:00 – Break

16:00-16:30 – Manifesto Masterclass

16:30-17:00 – Graphic Design 101



@LiverpoolGuild

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