

## 7 Manifesto Writing Tips

- 1.) Think about what would influence you to vote for someone. What do you believe? What are the issues of interest to students? Make a list of your beliefs.
- 2.) You need to select the ones that you think would be popular with students but are also achievable. There are many candidates in union elections who have announced that they will make the beer cheaper, only to be given a lesson in economics by other candidates in the election.
- 3.) Select around three items/issues off your list as priorities that you will concentrate on.
- 4.) Outline each issue, how it affects students and what you would do about it if you got elected.
- 5.) Be concise and to the point. Don't over-describe.
- 6.) Think of snappy titles that you can give to your three beliefs. Voters tend to scan read election materials, so it is crucial to draw them in with a headline. For Example "Better Transport" will be noticed by those students who are regularly delayed by the bus service.
- 7.) Who are you? It's amazing how many candidates forget to tell the voters anything about themselves. Students will often vote for candidates who have something in common with them, so as well as outlining your issues, briefly tell them:
  - *Where you are from*
  - *What course you are on*
  - *Any Sports Clubs and/ or Societies you are a member of*
  - *Involvement in political activities, parties and groups*
  - *Any other involvement in student issues/activities*