

Leadership Election Manifesto Guidance

What is a manifesto?

A manifesto serves as the initial introduction to you as a candidate and leaves a lasting impression on voters when they visit the candidates' page. It provides a comprehensive overview of your identity, experiences, and the goals you aspire to achieve if elected for the nominated position.

What information should I consider when writing my manifesto and where are some places I can get it from?

- ✓ Be creative and think about issues you care about as a student and member of SUSU.
- ✓ Chat to your course mates and your fellow students and find out what they care about.
- ✓ Utilize [Student Insights](#) to shape a manifesto that aligns with the diverse needs of our students.
- ✓ Attend Senate to learn about current affairs of SUSU or [read minutes from previous meetings](#).
- ✓ Speak to a member of the representation team at our [Drop-In Sessions](#) and gain some valuable insights from them.

What advice do you have about the writing process?

Here are some tips to consider when writing your manifesto:

- ✓ Carefully proofread your manifesto to eliminate errors and ensure a polished presentation.
- ✓ Be clear and concise so that all students understand the essence of your manifesto.
- ✓ Make sure to read the role description so your manifesto is relevant to the position you have nominated for.
- ✓ Separate your key goals by using bullet points / bold characters / different text sizes / line spacing between bullet points, as most of the people skim read manifestos while voting.

What are some additional techniques that I can enhance my content with?

- ✓ Weave personal anecdotes to make your manifesto relatable and memorable.
- ✓ Support goals with past experiences demonstrating your ability to bring positive change.
- ✓ Emphasise a willingness to collaborate with different student groups, clubs, and societies for a more inclusive SUSU.
- ✓ Discuss the potential long-term impact of your proposed initiatives, showcasing a forward-thinking mindset and commitment to sustained improvement.
- ✓ Acknowledge challenges and propose practical solutions to the problems.

What is the word limit?

The word limit is 500 words for all the positions, except for Senator, which is 250 words.

Is there anything else I can have on the website other than my manifesto?

Yes, you can have a short bullet point summary of your main points as well! Summarising your key goals from your manifesto in those bullet points is always a good idea to get the attention of your audience.