

LMSU Leaders Elections 2022

Manifesto writing workshop



London Met Students' Union

What we will cover today:

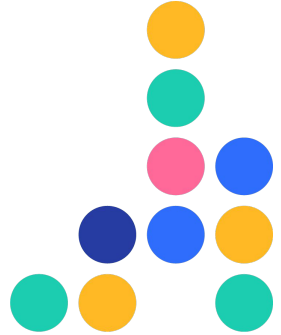
1. Welcome and introductions
2. Icebreaker
3. What is a manifesto?
4. How to structure your manifesto
5. Hints and tips
6. Example manifestos
7. Final thoughts
8. Questions

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Icebreaker:

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What is a manifesto?

“A public declaration of policy and aims, especially one issued before an election by a political party or candidate” Dictionary

A short written statement that provides information for potential voters to help them decide if you are the candidate they want to vote for

A manifesto tells students why you want to represent them and why they should vote for you; it sets out your aims (what you want to achieve) and plans (how you intend to achieve your aims).

Your manifesto needs to say why you think you would be a good elected representative and what you would do if elected. It will also be a source of accountability should you be elected. Students will be able to see your progress in your role in accordance with what you promised to do in your manifesto.'

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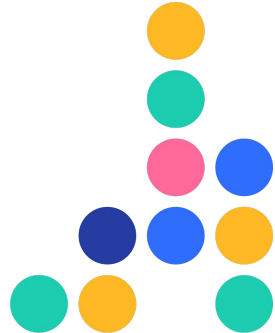
How to structure your manifesto

There are various ways to structure your manifesto, here is our suggested template to follow:

1. Slogan and photo
2. A short introduction
3. Relevant information about you
4. Your priorities if elected
5. Further information
6. Information about how to vote

Let's look more closely at each section..

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1. Slogan and photo

Slogan:

“A short and striking or memorable phrase” Dictionary

Slogans can be a short phrase that sums up your election campaign, or something fun and light-hearted such as a play on words - anything that will make you stand out and help potential voters to remember you.

Examples from previous elections include:

“For you, for LMU”

“For everyone, not just one”

“Vote for what MATTERS”

Photo:

A photo of yourself so that students can recognise you.

Upload a jpeg photo of yourself to the election site when submitting your manifesto. This should be a head and shoulders photo. It will appear quite small on the voting site.

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2. Short introduction

Potential voters will want to know a little about you.

Remember most students won't have met you before and won't know anything about you!

Suggestions include:

- Your name, course and year
- What position(s) you are standing for
- Any other details about your background that you feel are important for potential voters to know and that you are happy to share publicly



3. Relevant information about you

When considering who to vote for, students will want to know about you. This is your opportunity to show that you are someone students can relate to and who they can trust to represent them

Suggestions include:

- Your values, principles, motivations and interests / the things that 'make you tick'
- Any relevant knowledge, skills or experiences you might have
- Why you're passionate about the role you are hoping to be elected to



4. Your priorities if elected

What are the main things you want to achieve if you are elected?

Think about:

What do you want to change?

Think about the issues you feel are important to London Met students at present. These could be with regards to your school, your campus, the whole university or wider issues such as local, national or international issues affecting students.

What do you want to introduce?

Think about other things you might want to achieve. These could be less ‘issues’ but more project, activities or events that you’d like to see happen that you believe would improve the experience of students at LondonMet.

What do other students think?

Ask some fellow student what their priorities would be if they were standing for election, and why



4. Your priorities continued

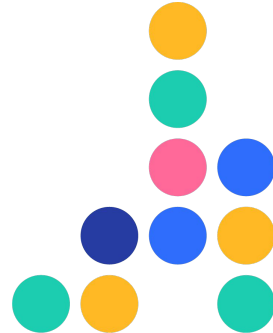
Pick three or four priorities - the things that you really want to achieve above anything else if you are elected

Then, for each of these priorities:

- Provide some background and context
- Explain why it is important to you / to students
- Outline what change you want to make happen (your aim)
- Outline how you intend to achieve this change (your plans)

Let's look more closely at each section

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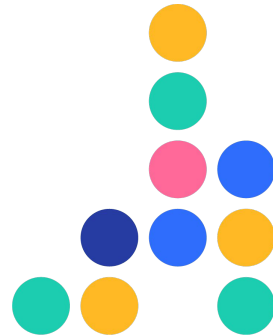
4. Your priorities continued

Background and context

- Explain what the current situation is
- Do some research to find out if things are different elsewhere e.g. in another school, at another university, in London and the UK

Why it is important to you / to students

- How does it impact on students? / How do students feel about it?
- Is this widely felt? Or does it affect only a small number of students?
- Does it affect any specific groups in particular?



4. Your priorities continued

Your aim

- What exactly do you want to change / make happen?
- Remember, your priorities need to be achievable and realistic. One mistake candidates sometimes make is to make promises they cannot keep - students may not be convinced to vote for you if they don't think you are being realistic

Your plan

- How do you plan to achieve your aim / make it happen?
- What are the steps you think you'd need to take?
- Talk to staff and other people who might be able to provide information / advice on how you could achieve your aims
- You can also talk to current officers who are not re-standing for election who may have valuable insight to offer



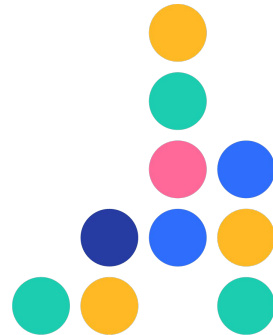
5. Further information

Think about what else you could include that might help students to decide that they want to vote for you

Suggestions include:

- Adding images and links. For example, if you have a facebook account or another social media presence you are using for campaigning you could link to this
- Embedding videos. For example, you could embed a YouTube video. Making a short campaign video is a great way to introduce yourself to potential voters

Don't forget to attend one of our Campaigning on Social Media workshops for help on this. Have a look at the Candidate Hub for more information and joining instructions: <https://www.londonmetsu.org.uk/elections/2022/candidatehub/>



6. Information about how to vote

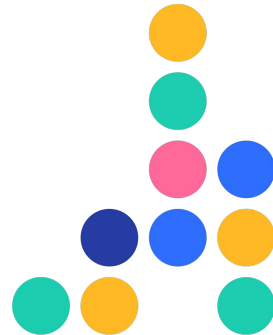
After all that effort explaining why students should vote for you, don't forget to tell them how they can do it!

Keep the information on how students vote clear and easy to follow.

Students can vote by visiting our elections webpages:

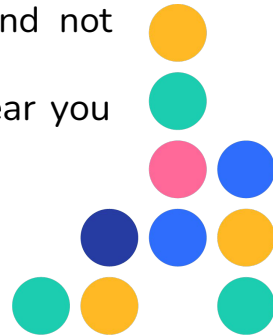
<https://www.londonmetsu.org.uk/elections/2022/>

Voting is open from 9am on Tuesday 1st March until 12pm on Friday 4th March 2022



Hints and tips

- Don't forget the basics - your name, the position you are standing for, how and when to vote
- Use clear language and make sure you do a spelling/grammar check
- Keep it short and to the point - you can always go into more detail on your social media campaign page
- Be informed and relevant - say what you want to change and why this is important to students at London Met
- Be realistic and precise - show that you have a plan for how your priorities can be achieved
- Be creative and original
- Outline your previous experience and how it relates to the role you are running for
- Outline all the relevant skills you have that you think would be useful for the role
- Using humour can really make your campaign stand out - but keep it clean and not offensive!
- In our voting system voters rank candidates in order of preference - make it clear you want them to vote you as their 'first preference' For example, 'vote for me #1!'



Hints and tips continued

- Have a look at our manifesto writing template, which will be emailed to you by the elections team along with this presentation
- Read through this presentation again in your own time after this workshop is over
- Once you have drafted your manifesto, pass it on to a friend to get some feedback
- You could make friends with someone standing for another position in the election and read over each others manifestos and give feedback

Remember, if you are standing for more than one position you need to submit a manifesto for each one. It can be the same one but it's best to tailor it to the specific position

Remember to submit your manifesto by **12pm Monday 21st February** via <https://www.londonmetsu.org.uk/elections/2022/>



Example manifestos

In groups have a look at the example manifestos

- What do you like about them?
- What would you improve about them?
- Which aspects bring out a reaction in you, why do you think that is?
- Anything you can learn from this for your own manifesto?

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Final thoughts

Remember standing for election should be fun! Don't stress too much about your manifesto. If you keep it simple and follow the guidance in this workshop you will be fine.

Any questions please contact the Elections Team on suelections@londonmet.ac.uk

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Questions

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