

**Manifesto writing: hints and tips handout**

An election manifesto is:

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

**When writing your manifesto, it is good to remember the following:**

* Put your name on it!
* To tell prospective voters a little about yourself. You might want to tell students what you are studying, where you study and what you have been up to (which you think is relevant) since you have been at University or before Uni.
* You might have experience which you might want to mention. This might include work, volunteering, current involvement in the SU or similar work at school or college.
* Tell people what position(s) you are standing for!
* You may want to mention values which you believe in
* You might want to think about your aims and goals if elected.
* Do you have a view/opinions/aims/objectives with regards to specific issues effecting your school, London Met University or the national higher education sector? If you are not sure what the main issues may be then perhaps do some research first
* What are your views on matters specifically related to the issues relevant to the post you are standing for?
* What you want to do if elected?
* Some people like to include a short snappy slogan as part of their manifesto and campaign in general
* Make sure you get someone to proof read it for you for spelling and grammar
* If you submit your manifesto via email it must be in MS Word (do not send in a PDF) and it must no exceed 500 words

**It is best to avoid the following:**

* Talking about your opponents – it should be about you
* Discrediting and disrespecting other - doesn’t look good to voters
* Using a difficult to read font and too small text
* Don’t make too long – one side of A4 is fine.
* Don’t got over the 500 word limit
* Be realistic – don’t make promises you can’t keep – while we might all like to see the abolition of tuition fees, this is not within the power of any Students’ Union Officer.
* Tuition fees are introduced (and can only be rescinded) by the Government. It would be better to say to support campaigns against tuition fees.
* Spelling and grammar mistakes – get it proof read