



LMSU Leaders Elections 2024

Manifesto writing workshop



London Met Students' Union

What we will cover today:

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



Icebreaker:

If you could choose to have any superpower, which would you choose and why?



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



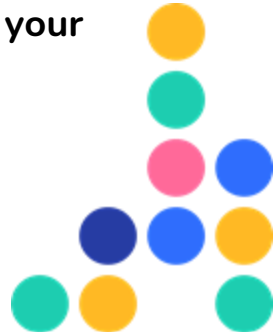
Why submit a manifesto?

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 gives you an opportunity to tell students 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.

Please note: It is one of the three minimum expectations for standing in the election that all candidates submit a manifesto (including a photo). Failure to do so will result in your application being withdrawn and you no longer running in the election

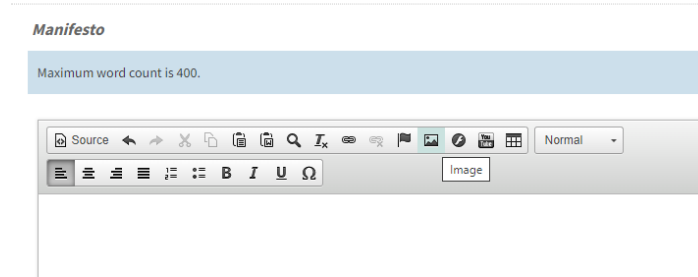


How to submit your manifesto

Log on to the elections site, just like you did when you submitted your application.

Click 'Review Nomination' then 'upload' manifesto

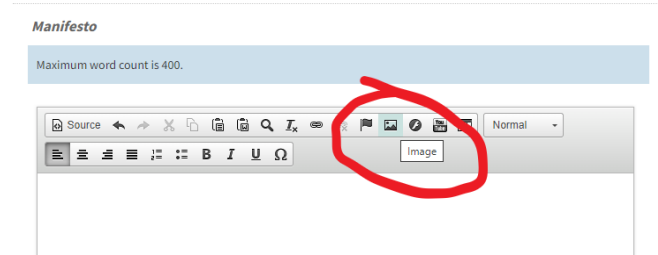
Then submit your manifesto in the space provided. You may use any of the tools. You also need to upload a photo and if you wish, an up-to four-word slogan:



How to submit your manifesto continued

If you wish, you may prepare your manifesto in advance using another software such as Word or another package. This may give you more design options. Then if you save it as a gif, png, jpeg or svg file you can then upload it into the manifesto space using the 'image' option. Please note the same 400-word limit is relevant to manifesto you may upload this way as well.

If you do this then you may wish to add a 'text-only' version (i.e. with no design in it at all) underneath the uploaded image. This may make your manifesto more accessible to those who may use audio-based screen reading technology.



How to submit your manifesto continued

IMPORTANT: The Elections Team will not correct any errors (e.g. spelling or grammar mistakes) in your manifesto so it is important that you check it yourself or ask a friend to before saving it.



How to structure your manifesto

The maximum word count for your manifesto is **400 words**.

A [manifesto template](#) for you to use is available on our Information for Candidates page.

There are various ways to structure your manifesto, here is our suggested structure 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..



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. You can find tips on how to take a good photo on our [Information for Candidates](#) page on the website



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 and that you would like to try and bring about change on if elected. 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. Rather than 'issues' these could perhaps be projects, 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



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 an Instagram 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 and Social Media workshops for help on this. Have a look at the [Information for Candidates](#) page on our website for more information and joining instructions.



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/>

Voting is open from Monday 4th March 9.00pm to Friday 8th March 12.00pm

They can also vote at our Polling Stations in the Blue Met Lounge at Holloway and The Atrium at Aldgate



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 – the Elections Team will not correct any errors you make!
- 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

- Use our [manifesto template](#), which is available on the [Information for Candidates](#) page on our website
- 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 other's 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 9am Mon 19th Feb 2024 via the [election site](#).



Example manifestos

Have a look at the example manifestos:

[Copy of Example Manifesto 1.pdf](#)

<https://www.worcsu.com/elections/manifesto/4261/>

<https://www.stirlingstudentsunion.com/elections/manifesto/576/>

<https://twitter.com/nsui/status/771540695215595520>

- 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?



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



Questions

L M Student voice
S U and representation

