**Manifesto writing guide**

**What is a Manifesto?**

A manifesto is a statement that tells voters who you are, why you are standing and what you want to do in the role. It tells people a bit more about you and why they should vote for you.

**How to write your manifesto**

Writing your manifesto might seem daunting, but it doesn’t need to be! Here are some pointers to get you up and running.

**What to include**

* Why you are standing for this role, and what you hope to achieve – use the role descriptions in the Election pack to help you.
* Tell voters what you plan to do but be realistic – don’t overpromise, remember you will be accountable to the students who voted for you!
* Write about why the role is important and what it means to students and their experience.
* Talk about what matters to you, your friends and other students - what can you do which can benefit all students.
* Let them know about your enthusiasm and commitment to the role.
* Be creative and inspiring.

**Useful Tips**

* Don’t be overly formal, be concise and use clear language. Use your voice - don’t use long or complicated words.
* Your manifesto is about you, not the people you’re running against. Tell people what you will do, not what others won’t.
* Make it relevant to the position you’re running for – refer to the role description in the election pack.
* Think about being creative and inspiring; what are you going to do to make the student experience better?
* Make it personal, truthful, realistic, and easy to read.
* Use words like “believe” and “want”.
* Try and find a balance between achievable and appealing.

Once you’ve written a rough draft, read it, read it again, and perhaps ask a friend what they think, and make your edits.

**Useful Writing Tools**

If spelling and grammar are not your strong points, consider using free tools like [Grammarly](https://app.grammarly.com/) and the [Hemingway Editor](http://www.hemingwayapp.com/).     
   
**Getting your manifesto written**

If you are struggling to get started, here's a suggested structure to get things moving. You don’t need to follow this though - free feel to write your manifesto the way you want it.

Hello, my name is...

I am running for...

I am running because...

I have these experiences which I could use to benefit students...

I have previously been involved with the SU by…

If elected I will campaign on the following things:…

This issue is important because...

I will achieve the aim of this through...

Closing Statement: Please make sure you remember to go out and vote... My name is... and I am running for...

Consider adding your contact details, in case students have any other questions for you.

**Word Count**

Remember to keep your manifesto to the allocated word length. The manifesto should be no more than 500 words but there is no minimum.

Remember, you can contact the SU if you have any questions: [studentsunion@hartpury.ac.uk](mailto:studentsunion@hartpury.ac.uk)