

## ARU Students' Union Manifesto Tips

### 1. Think about what would make you vote.

Even as a candidate you still have the right to vote in the elections – including for yourself! Think about the beliefs and opinions that you would want to see in a candidate you were planning to vote for, and include your own in your manifesto.

### 2. Keep it realistic.

You should select issues and campaign promises that would be popular with students, but also achievable. For example, campaigning to make all food on campus free would be popular, but impossible to enact if you were elected!

### 3. Keep it concise.

Students tend to scan read election materials when deciding who to vote for, so keep your points concise and to the point. Consider sticking to 3-5 points and giving them snappy titles to draw students in. These points should be something you're passionate about working on but also relevant to the students you'll be representing.

### 4. Get a fresh perspective.

Consider getting a trusted friend to have a look over your manifesto once you've completed it; ask them for honest feedback to see how you can improve it before you submit it.

### 5. Tell us who you are!

It's amazing how often candidates forget to tell voters anything about themselves; students will often vote for candidates who they have things in common with. As well as outlining your plans for if you're elected you can also include things like where you're from, what you're studying, your membership of clubs and societies, your role as a representative, etc.