



ELECTIONS SUPPORTING STATEMENT GUIDE - STUDENT MP

HELPING U WIN SUPPORT

January 2021



hwunion.com

ELECTION SUPPORTING STATEMENT (MANIFESTO) GUIDE

Your candidate support statement, often referred to as a manifesto, lets students know who you are, what you would do, and ultimately, *why they should vote for you*. This year we are asking you to **answer four questions**.

1. WHAT WOULD YOU BRING TO THE ROLE?

Think about what experience you might have, and what qualities you have. If you can, try to give some examples.

2. WHAT ONE THING SHOULD A STUDENT MEMBER OF PARLIAMENT ACT ON IN THE NEXT ACADEMIC YEAR?

Think about the biggest issue you would want to tackle if you are elected to this role. If you're unsure, take another look at the role descriptions ([click here](#)).

3. WHAT SPECIFIC AIMS AND GOALS DO YOU HAVE FOR ENHANCING THE STUDENT EXPERIENCE?

These are your election promises! These are what students will look at when thinking about who to vote for so think about what is relevant to the role you're applying for, and what change you want to see for students!

4. WHERE CAN I FIND OUT MORE ABOUT YOUR CAMPAIGN?

Provide links to any social media (Facebook / Instagram / Twitter / Tiktok) or webpages where students can find more information about who you are, why you're running, and what you will do if you're elected!

SOME TOP TIPS FOR WRITING YOUR MANIFESTO:

- Think about **what you can achieve** and **what other students would respond to** well. You might want to talk to current students, look at previous manifestos and review student surveys.
- Be **concise and use clear language**. Avoid long, complicated words - you won't win awards for being clever and you might just alienate important voters.
- Make it **easy to understand** – use **bullet points** and **group them** together based on themes.
- Set out your **previous experience** and how this would help you if you got elected.
- Set out your goals for your time in office and ensure they are **realistic and achievable**.
- Your manifesto is **about you** and not the people you're running against. Don't waste words trying to discredit them.
- Talk about your **skills** that would show voters why you'd be great for the role.
- It doesn't have to be long - in fact it shouldn't be. **Short and sweet** works best. There isn't a word limit, but we recommend you don't go over 300 words.
- Be **creative and inspiring**.

CAMPAIGN SLOGAN:

We'll also be asking you for a campaign slogan - a **one liner** that is catchy for students to remember. It could play on your name, a recognisable quality about you, or a key theme in your goals.

Once you have drafted your manifesto, feel free to run it past us if you would like some feedback.

GOOD LUCK!

If you have questions or need a bit of help contact Genna, our Deputy Returning Officer: g.nesbitt@hw.ac.uk