



**'How to win'
Campaigning
and Manifesto
Training**

Introduction


- **What is a manifesto?**
- **Manifesto content**
- **Promoting yourself**
- **Campaign ideas**
- **Setting expectation**
- **Goldsmiths' guidelines**





What is a Manifesto?

Your 'sales pitch' - it's a way to articulate to students:

- **What makes YOU the best person for the role and sets you apart from the rest e.g your skills, experiences**
 - **What you hope to do for students if you get elected.**
 - **Highlight tangible outcomes - not empty promises!**
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Manifesto Content

- **A bit about yourself, experience and skills which make you qualified**
- **Policies/ideas: 3-5 points - be specific, keep it targeted and concise to keep students interested**
- **Encourage students to vote, signpost with all the relevant details e.g how to vote**
- **Avoid cramming! There will be plenty of opportunities to expand on your manifesto ideas via hustings, online campaigning etc**
- **Avoid repetition**



Things to consider when promoting yourself

It can be awkward especially if this is new for you but don't be afraid to do so and avoid comparing yourself to others.

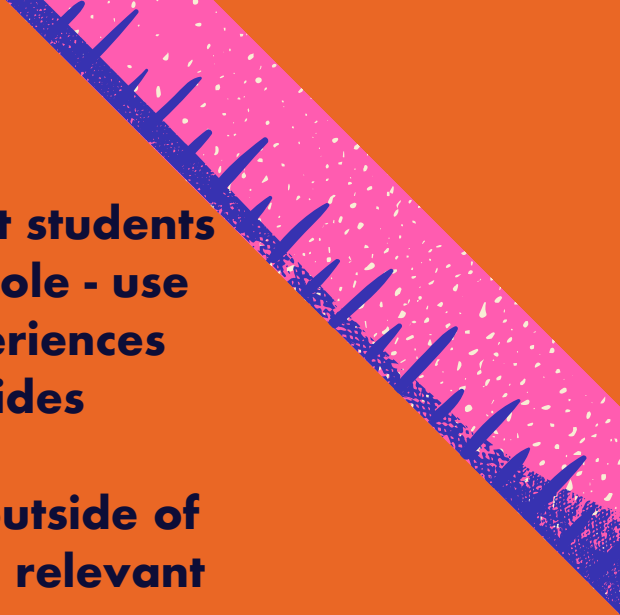
Questions to ask yourself:

- What motivated me to nominate myself
- What experiences and skills do I have that are relevant to the role
- What are my big overarching priorities





- **Brag a little bit**
- **Show that you know what students will require of you in the role - use role descriptions and experiences with current officers as guides**
- **Think about experiences outside of Goldsmiths that make you relevant for the role**
- **What motivated you to nominate yourself?**
- **Talk about you WHY - what is it that compelled you to run and compels you to advocate for students**
- **Be authentic, take inspiration from others but avoid copy and pasting!**
- **Avoid buzzwords**
- **Goes without saying but do not lie!**



A guide to write your manifesto

Need a bit of inspo on how to start your manifesto? You can answer these questions to create your manifesto!

- **What's your tag line/slogan?**

This should be one sentence that summarises your manifesto/your beliefs/what you want to achieve in the role.

- **Introduce yourself**

Who are you? What do you study? Do you have any previous representative experience?

- **What are the top 3 things you would want to achieve in this role?**

Detail a little about each of these points and why you think they're important for students at Goldsmiths

- **What makes you the best candidate for the role? Why should students vote for you?**

Here you can explain a little about your motivations for the role and/or any previous experience you may have.

- Any thing else you want to add in. You can encourage students to vote for you, explain more about yourself or your experience, etc.



Campaigning ideas

- **Social media**
- **Banners**
- **Posters**
- **Leaflets**
- **Stickers**
- **T-shirts**
- **In-person speech**
- **Campaign team**



Setting Expectations

- **Think big but have realistic outcomes. You are only in post for a year, potentially two if you are re-elected**
- **Outcomes: what can students expect to see when you have succeeded?**
- **Consider who your priorities will benefit - particular groups of students or all? e.g. 'I will seek to introduce a hidden course cost bursary designed to support students from low income backgrounds in accessing learning resources'**
- **You WILL be held to account for this once elected**

- TOP TIP:

- **Remember to keep it short and to the point**
- **Think about visuals - fonts & colours, is it easy to read**





Goldsmiths Guidelines

- **600 word limit for written manifesto on website**
- **10 word slogan**
- **If you put any posters/flyers around the university or SU you *MUST* remove them yourself after voting closes!**





KEY CONTACTS:

**Deputy Returning Officer - Rhiannon:
democracy@goldsmithssu.org**

**Student Voice Coordinator -
Maheda: maheda@goldsmithssu.org**

Your ideas...

- **Catchy slogan ideas?**
- **What will your manifesto look like?**
- **How do you plan to promote yourself?**





**Thank You &
All The Best!**

