

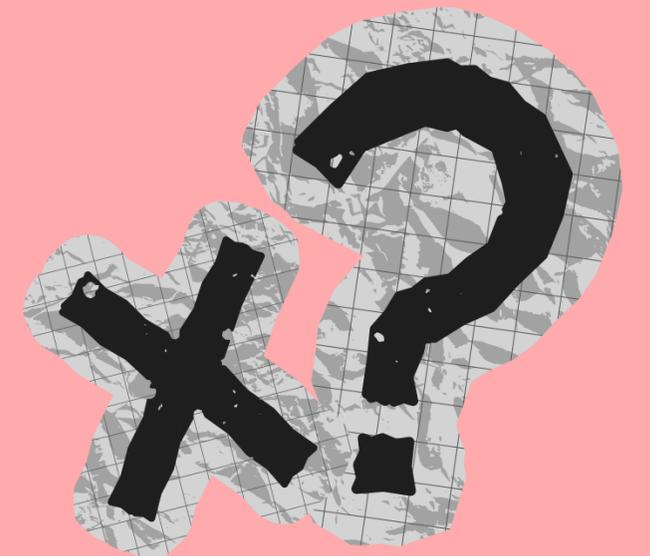


HOW TO WRITE YOUR MANIFESTO



What to expect

- **Guidance on where to find the Student Leader**
Application form
- **What question you will be expected to respond to in your manifesto**
- **The importance of having a brand**



Nominating yourself

To nominate yourself for a student leader, you will need to complete the following steps:

- Read through the positions, and select which you would like to go for
 - think about which position you think you would best fulfill and what you can bring to the student experience
- Find the Student Leader Application Form on the Elections webpage:
 - <https://ccsu.co.uk/elections>
 - or Scan the QR Code



Student Leader Application Form

To put yourself in the best position to participate in the Student Leadership Elections, you need to:

- Add your student email address e.g. hb415@canterbury.ac.uk
- Your Student Number and Full Name
 - You can also add a preferred name and pronouns
- You will also need to send an appropriate photo of yourself to elections@ccsu.co.uk



Student Leader Application Form

There are also three key questions to answer that will make up your 'Manifesto':

- Why do you want to apply for a Student Leader Position?**
- What are your Priorities?**
- What skills and experience do you have that would make you a good Student Leader?**

Why do you want to apply for a Student Leader Position?

Introduce yourself and let voters know why you're applying to be a candidate in the elections.



- Aim for 250 words
- Sum up who you are and why you would make a good leader
- Show your character; your interests and hobbies; what course you are studying

What are your priorities?

Explain to voters what you would prioritise if you were elected.

You don't need to have all the answers but you should give students an idea of what you think is most important right now.



- Aim for 250 words
- If you are running for Student Life, is there more you want to do in relation to Sports and community
- If you are running for Academic Life, is there an academic matter that needs addressing
- Make sure your priorities are realistic and achievable
 - Free drinks at the Lounge might entice students but it would not be a sustainable output

What skills and experience do you have that would make you a good Student Leader?

Tell us about the experience, qualities and passion that you will bring to the Student Leader role.

People aren't just voting for ideas, they are voting for you!



- **Aim for 250 words**
- **This might feel a bit repetitive, but tie it into what you have already said**
- **Draw on other experiences you have e.g. perhaps you are part of a society, sports club, a student rep**
- **Make yourself a candidate to remember**

Things to think about after the form: Your Brand

- Create a slogan
- What will your brand look like
 - Think about colours
 - Imagery
 - Font
- Can you summarise your priorities/manifesto into quick and digestible points that can easily applied to posters or social media posts



Things to think about after the form: Campaigning

- How and where you will campaign
 - Will you have a team

Further training/opportunities:

- Monday 9th March - Campaigning at Your Very Best
- Wednesday 11th March - Craft your campaign workshop
- Monday 16th March - Craft your campaign workshop





Key Dates to Remember

Applications Open - 3rd February, 10am

Applications Close - 3rd March, 5pm

Candidates Announced - 12th March, 4pm

Voting Opens - 23rd March, 10am

Voting Closes - 26th March, 5pm

Results Night - 27th March, 5pm

