



## Manifesto Guide 2024-25

According to Rule 10 of our [Elections Rules and Principles](#), “candidates must submit a manifesto with 5 distinct ideas (related to the role/s they are running for)”.

A manifesto outlines your key goals, priorities, and plans if elected. It's your opportunity to explain who you are, what you stand for, and how you intend to make a positive impact. A strong manifesto should highlight the issues you aim to address, your proposed solutions, and why students should vote for you. Keep it clear, focused, and relevant to the needs of your peers. It's your chance to inspire confidence and showcase your vision for the role.

### Struggling on where to start? Here are 7 top tips on creating your manifesto!

#### 1. **Start Strong**

Begin with a clear and engaging introduction about who you are, your background, and why you are running. Keep it concise but compelling, showing your enthusiasm and passion for the role.

#### 2. **Focus on Five Key Ideas**

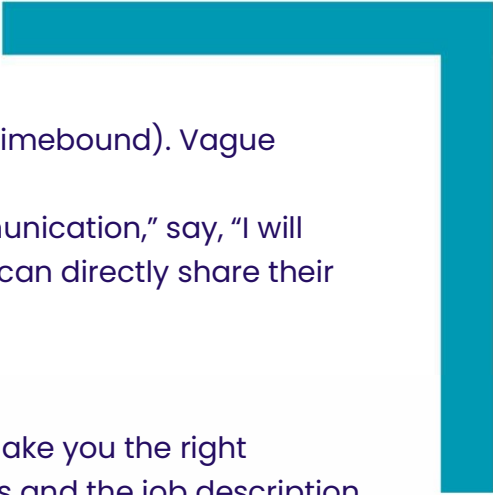
Structure your manifesto around five key goals or policies. Avoid overloading your manifesto with too many ideas, as it may dilute your message.

#### 3. **Focus on Issues That Matter**

Research common concerns and priorities among students. Addressing relevant issues like mental health support, academic resources, inclusivity, or extracurricular opportunities can strengthen your manifesto. Speak to students and research what the SU already does.

#### 4. **Be SMART**

When outlining your manifesto points, it is important that these are SMART



(Specific, Measurable, Achievable, Relevant, and Timebound). Vague promises can come across as unconvincing.

For example, instead of saying, "I'll improve communication," say, "I will implement monthly open forums where students can directly share their concerns with the Student Union."

5. **Highlight Your Experience and Skills**

Showcase how your past experiences and skills make you the right candidate for the role. Link these to your key points and the job description to demonstrate your ability to deliver on your promises.

6. **Think about language**

Use clear and simple language; write in a way that's easy to understand. Avoid jargon or overly complex language. Remember, your audience includes students from diverse backgrounds, so clarity is key.

Frame your manifesto positively, focusing on what you will achieve rather than what is lacking. Your message should be clear to voters, so they know what you are attempting to communicate. Use inclusive language that appeals to the broad student community.

7. **End with a Call to Action**

Finish your manifesto by urging students to vote for you. Be confident and direct, reinforcing why you are the best choice for the role.

**Reminder:** Manifestos must be uploaded by **Monday, 28th January, at 12 pm**. If you struggle to upload your manifesto, email it to [elections.su@coventry.ac.uk](mailto:elections.su@coventry.ac.uk) before the deadline.

