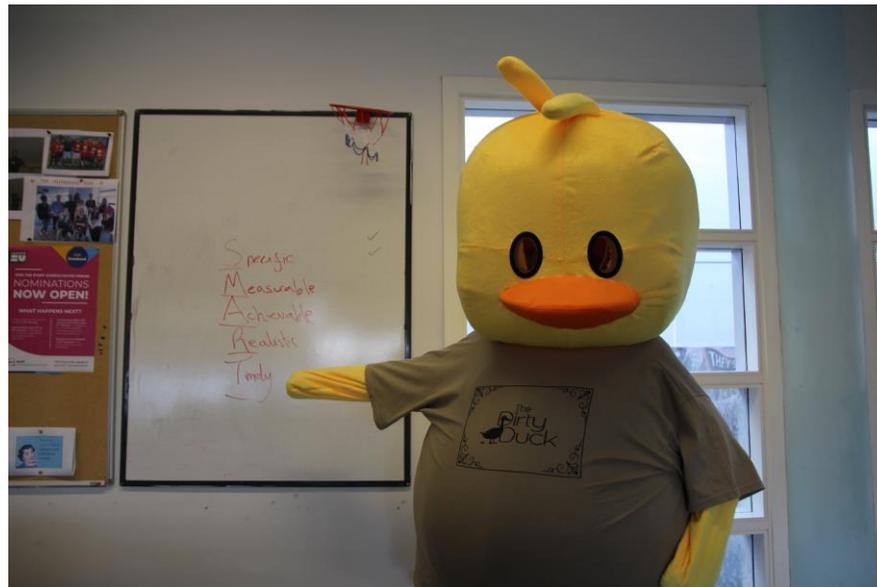


Spring Officer Elections 2023

Manifesto Guidance Session



Today's Session

- How to Stand Out
- Being Innovative
- SMART Objectives
- How to Campaign
- Your Team
- How to Submit Your Manifesto
- Tools
- Key Dates

Standing Out

- Voter turnout will be higher if candidates have different views
- Easier to campaign if you have your own unique brand
- Colour schemes, themes, acronyms etc.
- Extend this to your campaigning!
- Talk about yourself and your points, not other candidates

Meet Duck McDucky!!!

Improving bird life on
campus

More seeded bread in
the bread oven

More education on the
differing species of birds



Activity

Always
something
for
you

In pairs, discuss:

- What might his manifesto points may be, how would he best phrase them?

Always
something
for
you



Activity

In small groups,
discuss how:

Imagine you are Duck McDucky, think of how you might visually present your manifesto, what colours would you use? What other tools might you use to create a personal brand?



Being Innovative

- Manifesto points to stand out (Only campaigning for 1 year though!)
- Balance between manifesto points for change and for votes
- Try and find points you think other candidates won't have (speak outside of your bubble!)
- Think about ordering of points in the manifesto
- Specific points for your role vs wider points
- More than 5 points can be too much

SMART

- SPECIFIC goals / promises / priorities
- MEASURABLE progress that students will be able to follow
- ACHIEVABLE within the organization and the bounds of reality
- RELEVANT to students and our representation of them
- TIMELY to be completed within your term

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something
for
you

S M A R T OBJECTIVES

Specific goal	
Measure progress	
Achievability	
Relevance	
Time	

Activity

- Using SMART objectives, in pairs plan an objective for the case study below

Duck McDucky has nominated himself for VP Societies. They want to bring fun and pond-sitivity to the forefront of university societies. Using SMART objectives, plan out a few objectives Duck may have.



Being Organised!

- Make sure your manifesto is clear and easy to read
- How will you ensure your points are tracked and achievable?
- Think about communication in person
- Summarise your points quickly

Being Accessible

- Plain Text
- Alt Text
- Colour Schemes (<https://contrastchecker.com/>)
- Accessible Campaigning
- Be seen as the candidate who goes a little further
- Inclusivity in manifesto pledges

How to Campaign

- Posters
- Hall Touring
- Social Media
- Question Time
- Activity on Campus
- Relate to your manifesto points!
- No endorsements!



Your Team and their Roles

- Make sure Team members are representative of your campaign and manifesto points
- Ensure all team members are registered if you are using a team (Google Form on the candidate guide found here <https://www.warwicksu.com/pageassets/student-voice/elections/rules-guidance/Spring-Elections-2022-candidate-guide.pdf>)

How to Submit Your Manifesto

- First check you have successfully nominated yourself
- Then, ensure you have uploaded a profile picture **of yourself**

[← Back to Candidate List](#)

Profile Picture

Your profile picture will appear on the Candidate List and your manifesto page.

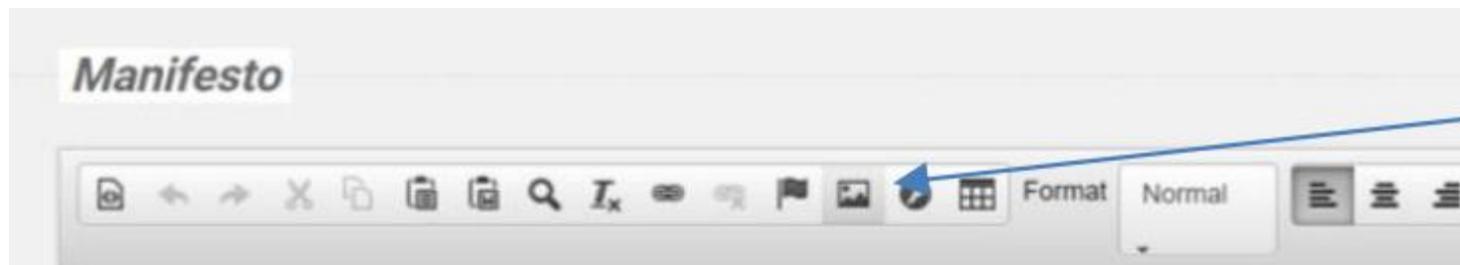
No file chosen



The image shows a web interface for uploading a profile picture. It features a 'Choose File' button, a text label 'No file chosen', and an 'Upload' button. Below the buttons is a green square containing the 'MAKE YOUR MARK' logo, which consists of a stylized hand icon and the text 'MAKE YOUR MARK'.

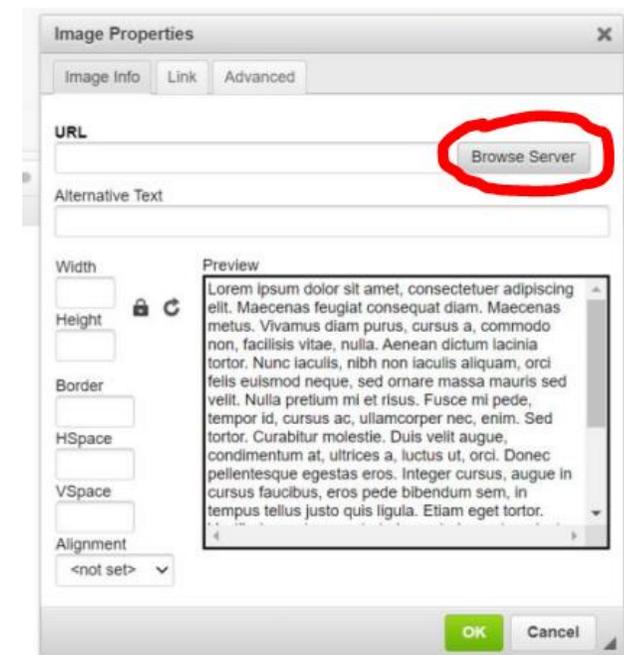
How to Submit Your Manifesto

- Now you will be able to upload a manifesto by clicking this box



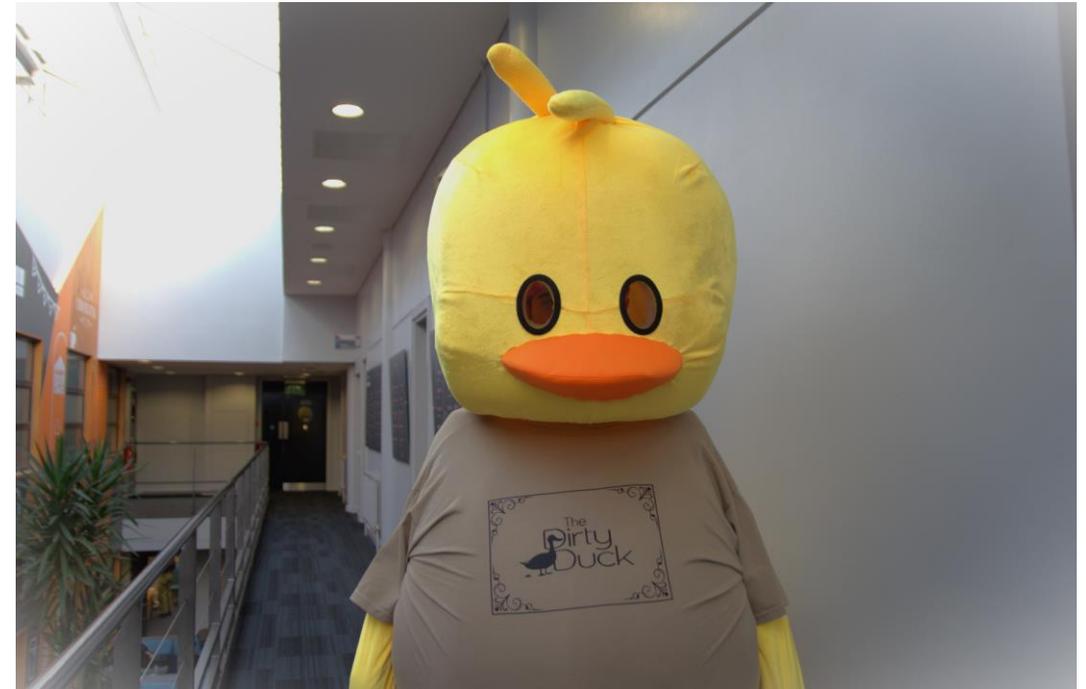
How to Submit Your Manifesto

- If your manifesto is an image, it can be uploaded onto the website by clicking 'Browse Server'
- If the picture is a bit stretched, go to advanced and under style input the following 'object: fit-contain' – in order to keep your picture from being too stretched.



Example Structure

- Your name, profile picture, and a slogan if you choose to use one
- Your background and why you are running
- Your top priorities and why
- How you will tackle these priorities
- Links to your social media
- Plain Text manifesto



Tools

- Canva
- Paint.net
- Photoshop
- Publisher



Key Dates

- Nominations close on Tuesday 7th February 2023
- Deadline for uploading manifestos is 5pm on Tuesday 7th February 2023
- Question Time is on Thursday 17th February 2023
- Voting runs from Monday 27th February through to Friday 3rd March
- Results will begin to be announced from 8pm that night

Always
something
for
you

Any questions?

Click to add contact email

warwick
SU

