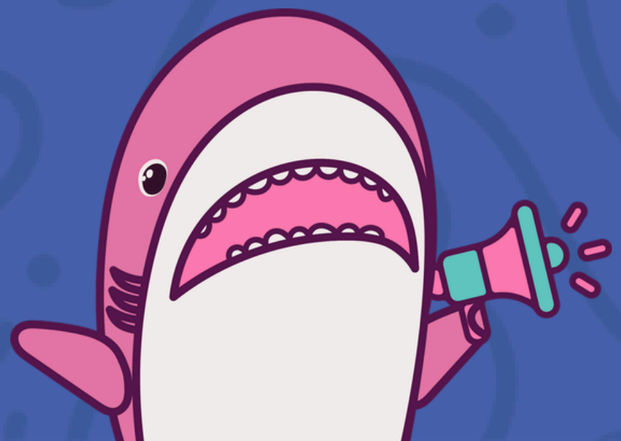
LEICESTER STUDENTS' UNION

executive elections 2026

VOTE

CAMPAIGNS

TRAINING



Campaign (verb):

To organise a series of activities to try to achieve something

Source: https://dictionary.cambridge.org/dictionary/english/campaigning

Idea Creation

01

What is your issue and who does it impact?

02

Is there anyone already working on the issue?

03

What does change look like?

Find Your ‘Why’

Relate to your own experiences and find commonality with...

Peers and your wider network

People on your course/in your year

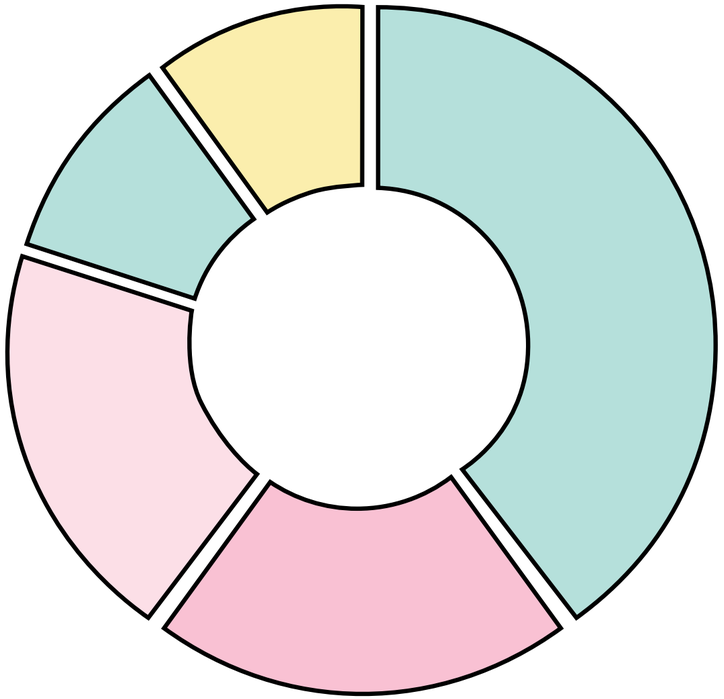
People in your school/ department

Your community

Idea Exploration

Student Engagement and Experience

Academic engagement,
Social engagement,
Support services and resources,
Feedback and student voice,
Digital and remote learning experience



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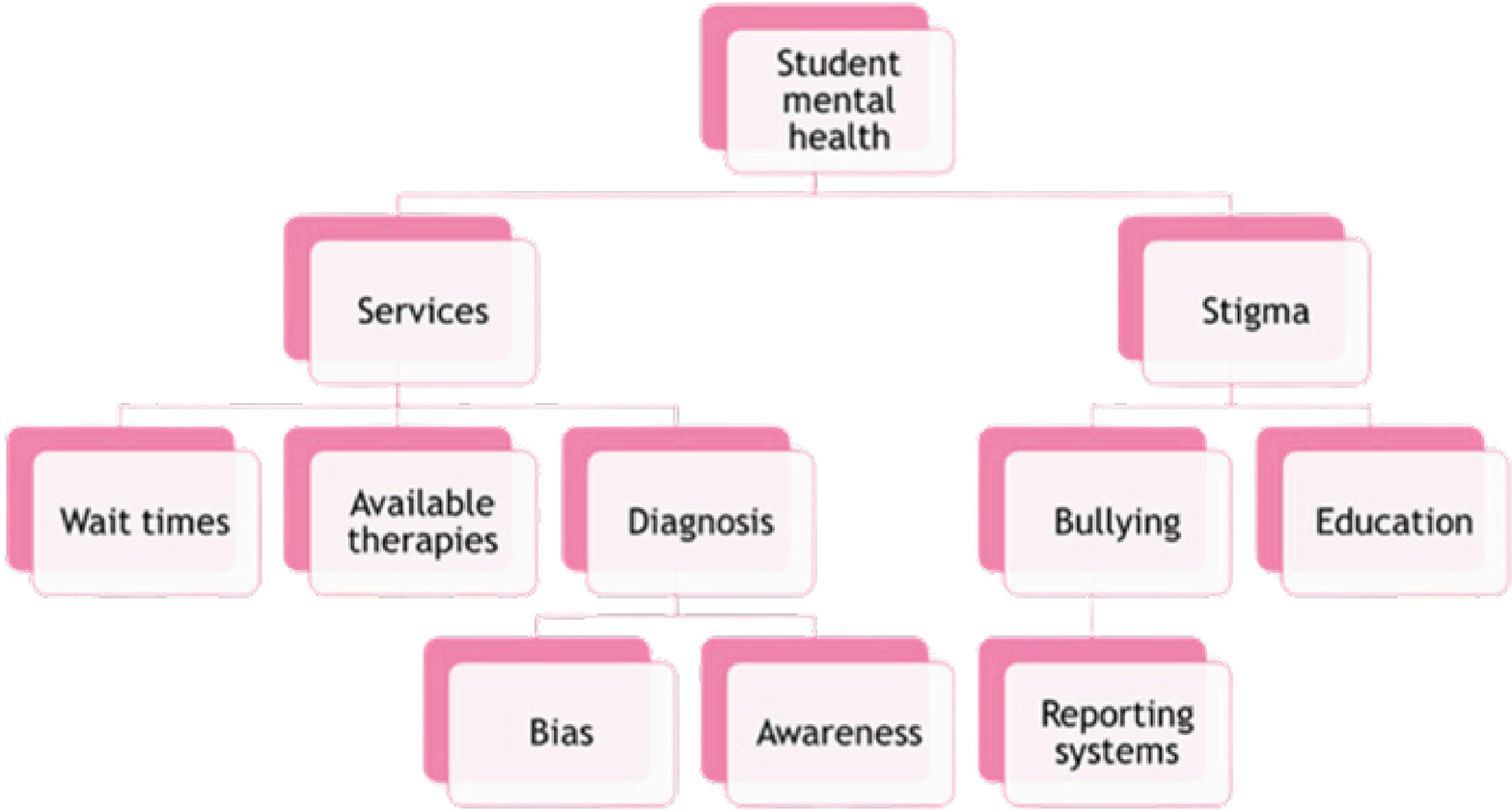
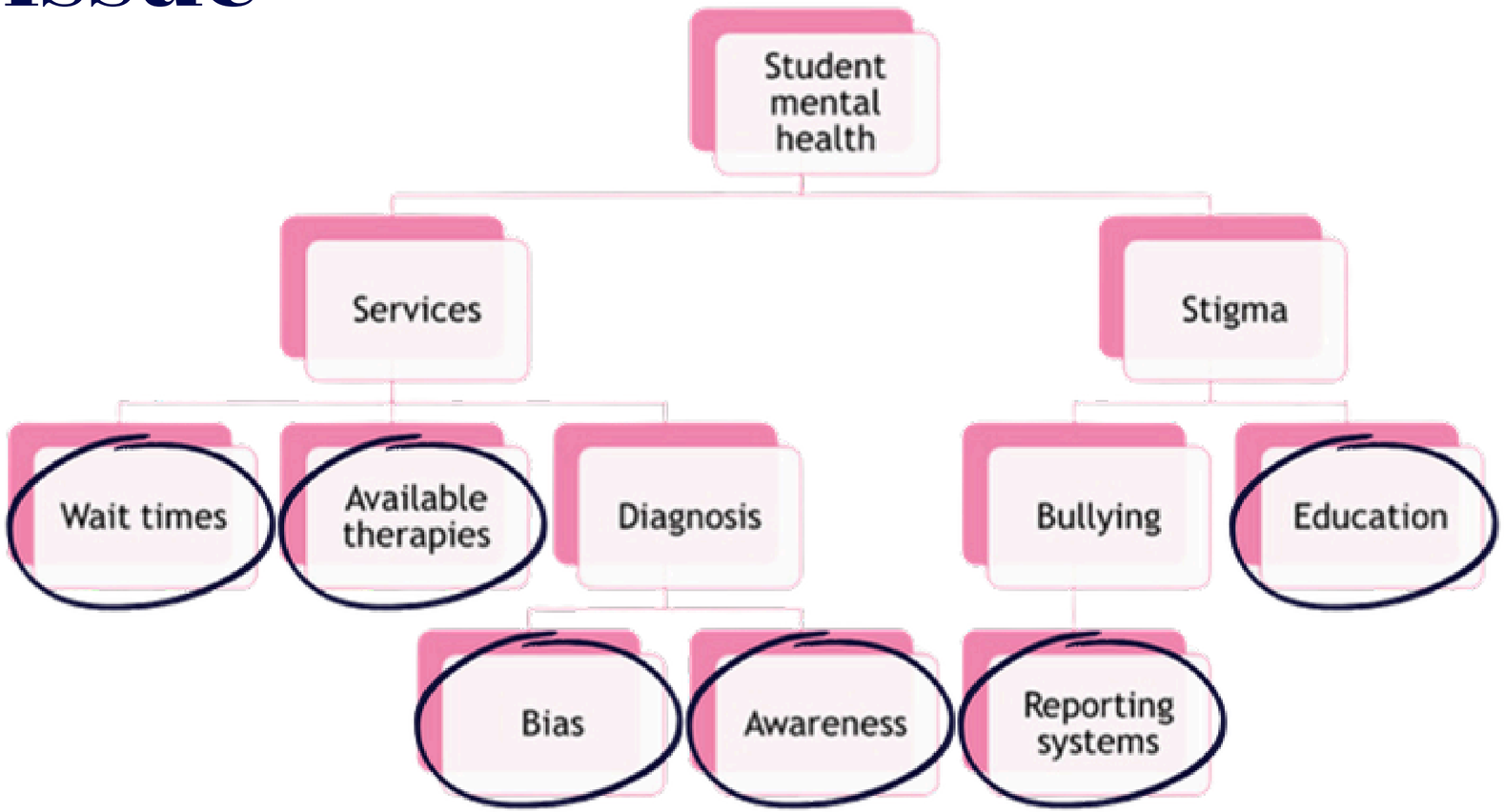
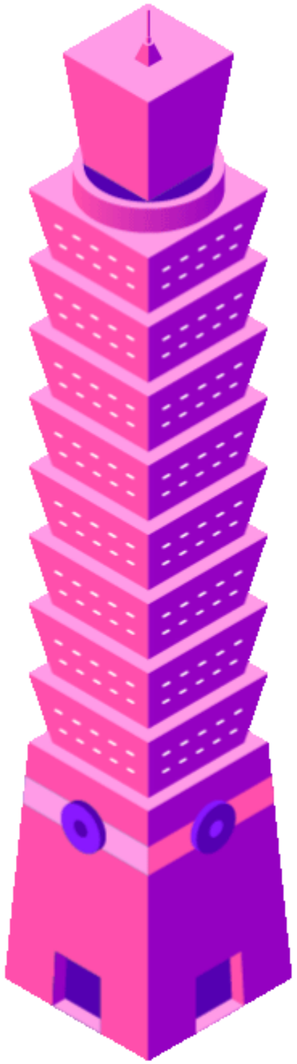
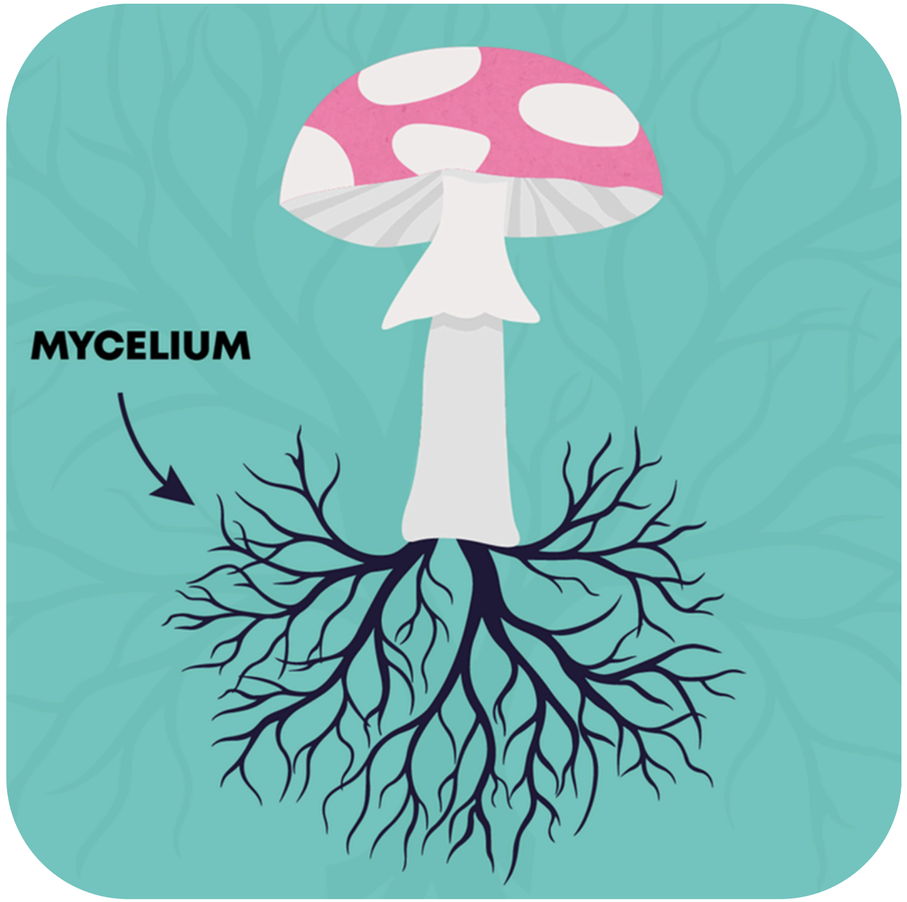

Student mental health
Services
Stigma
Wait times
Available therapies
Diagnosis
Bullying
Education
Bias
Awareness
Reporting systems

Address the root issue





‘Groundwork’



Source: Mikaela Loach, climate justice activist

SMART Goals

A goal without a plan is just a wish

Specific

Measurable

Achievable

Relevant

Timely

Specific

Organise a **Mental Health Awareness Week** on campus to **educate** students on mental health resources and **reduce stigma.**

Measurable

Reach at least **500 students** through a mix of in-person events, social media posts, and workshops, and gather at least **100 feedback responses** via a post-event survey.

Achievable

Collaborate with **3 societies**, the university's wellbeing service, and **5 student volunteers** to help run events.

Relevant

This aligns with the SU's priority to **support student wellbeing** and is based on feedback from students requesting more mental health support visibility.

Timely

Run the awareness week during **Week 6 of Term 1**, with planning starting in **Week 2** and a full campaign review by **Week 8.**

Campaigning Methods

Previous Campaigns

- Creation of mature students' space
- Introduction of pronoun badges in the SU
- Transgender healthcare resource pack created for students
- Creation of a child-friendly room for students with children
- Introduction of Liberation Room for student groups
- Consent awareness including posters across the SU

KNOW YOUR MESSAGE

Define top 3 key promises

- Keep your pitch rehearsed and ready so you can use it when speaking to students or through digital
- Keep it clear and concise, use less words than you think
- Show your personality, people need to believe in your values, skills and confidence as a leader

IF YOU WANT THE VOTES, YOU HAVE TO BE MEMORABLE!

BUILD YOUR BRAND

Consistent visuals

- Create a manifesto that's clear and to the point
- Contains a photograph of yourself
- Use a slogan if possible
- Decide on a colour palette and use it throughout your campaign. E.g clothing
- Put in the effort to see the return
- You're in constant interview mode

USE SOCIAL MEDIA

Engaging short posts

- Use video
- Be responsive
- Enjoy yourself
- Be approachable
- Build your personality and brand
- Talk to students

STAY POSITIVE

Focus on your ideas

- Be respectful
- Smile and be approachable
- Talk positively about the things you'd like to do
- Avoid sarcasm
- Show confidence

PRACTICE

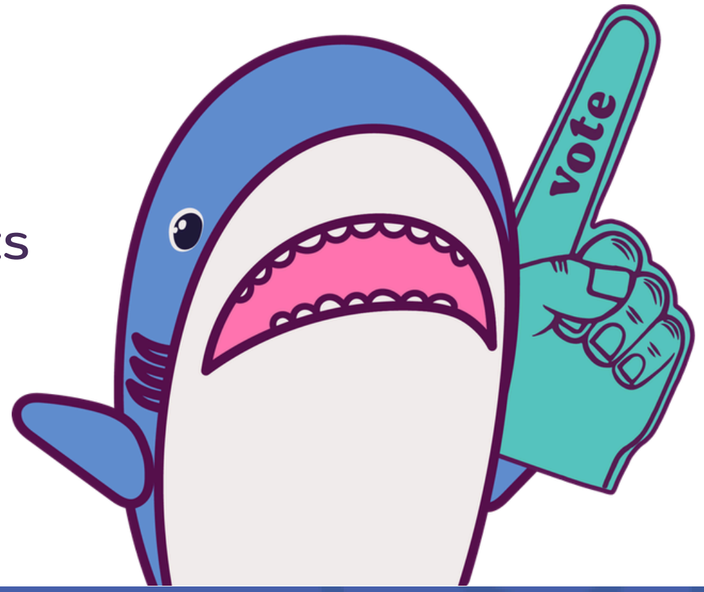
Talk about:

- What makes you unique and stand out?
- How will you communicate it?
- One idea you have that you'd like to work on

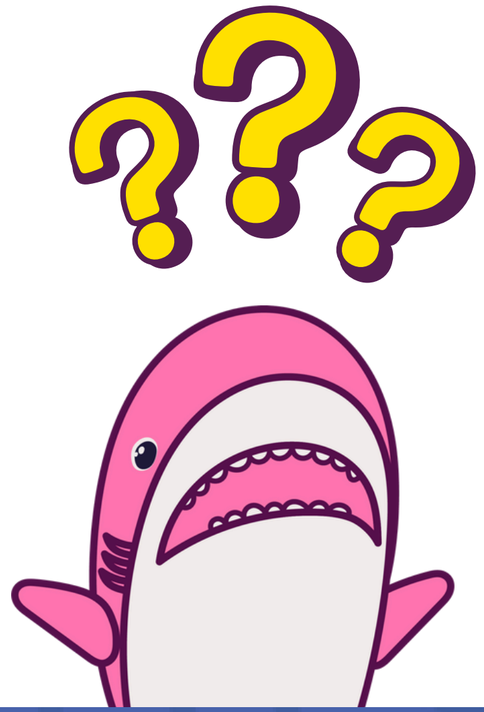
ACTIVITY: TURN TO SOMEONE NEXT TO YOU AND SHARE 1 IDEA.

Final Reminders

- Don’t campaign near Election Stalls
- Do not force or incentivise students voting
- Try to enjoy yourself
- Support one another
- If anyone on your campaign team or slate breaks the rules, you will be affected



ANY QUESTIONS?



SU-ELECTIONS@LEICESTER.AC.UK

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