



2026

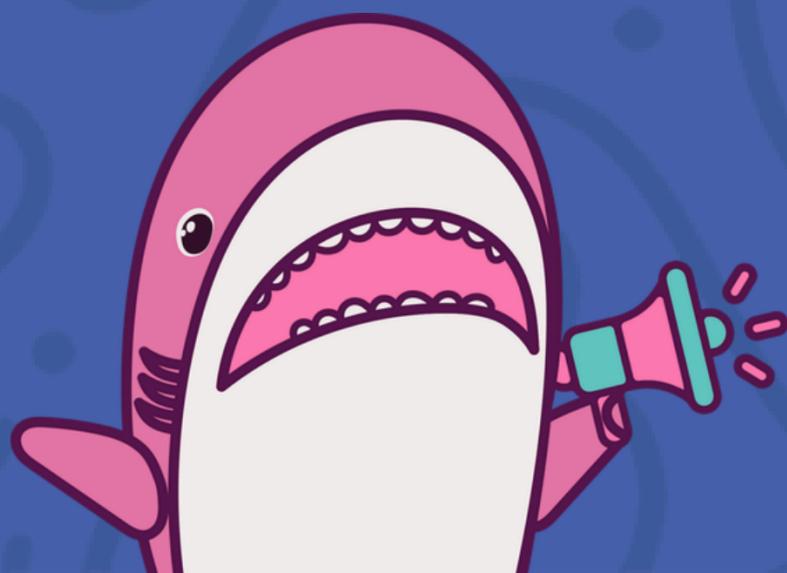
executive elections

VOTE



**MANIFESTO WRITING
WORKSHOP**

Please register
your attendance
here



WHAT DO I NEED TO SUBMIT?

**Candidate
Photograph**

Manifesto

**200 Word
Summary**



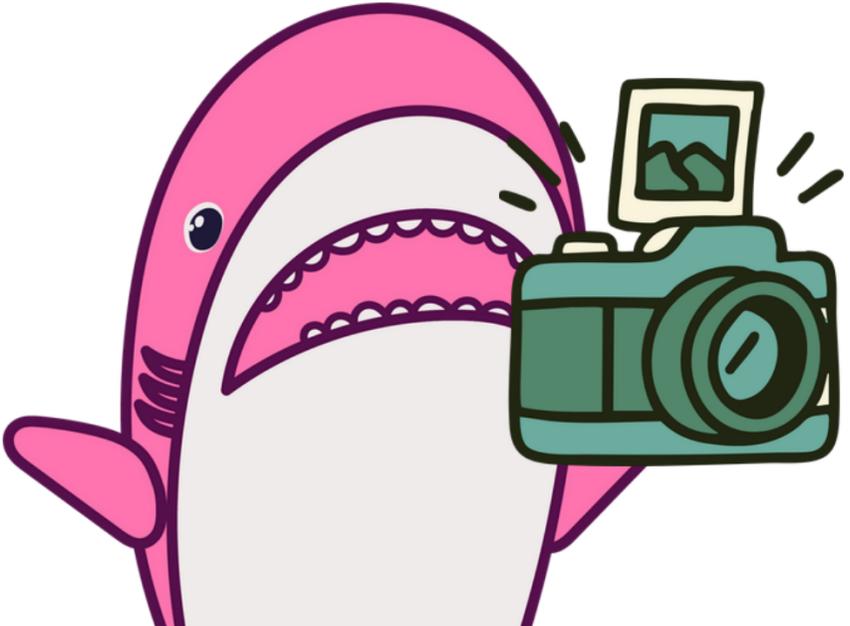
**LEICESTER
STUDENTS'
UNION**

CANDIDATE PHOTOGRAPH

Can choose to use your own

Can use the candidate photo our Marketing Team take

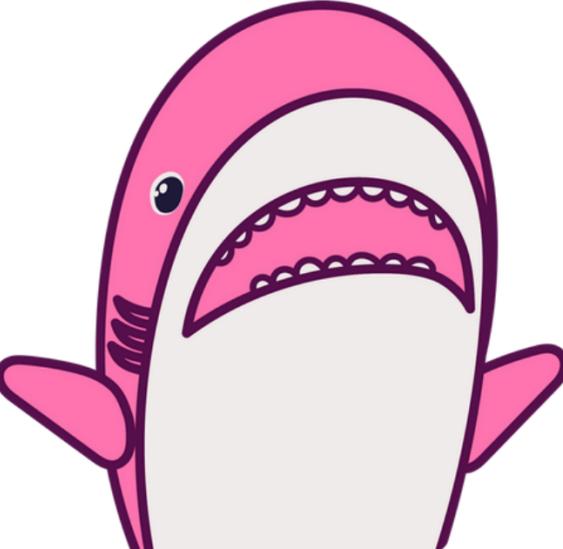
BOOK ON TO A MARKETING DAY!



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CHOOSING PHOTOGRAPHS

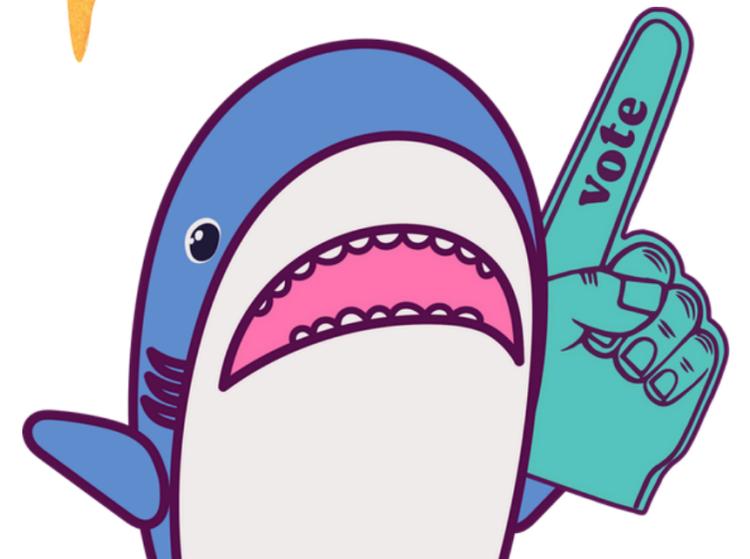
NO UNIVERSITY OR
SU LOGOS



WHY DO YOU NEED A MANIFESTO?

Share ideas and encourage
students to vote for you!

VOTE FOR ME!



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WHAT IS A MANIFESTO?

Intent

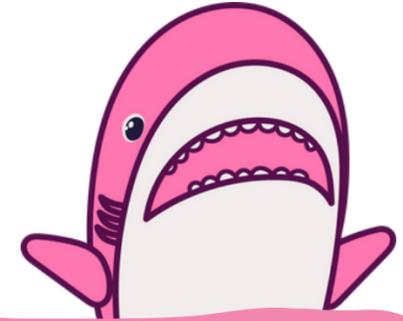
What is the purpose of your campaign? What are your aims and policies?

Views

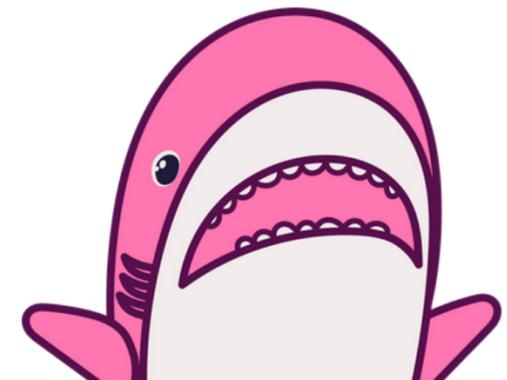
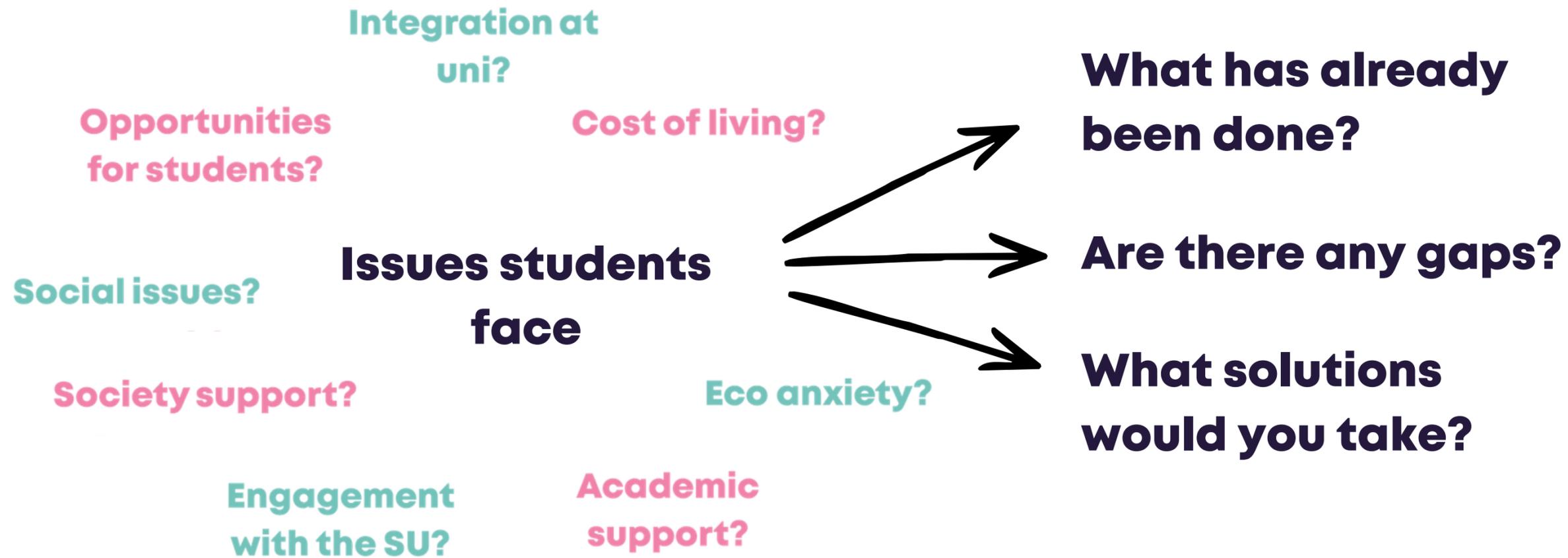
What are your beliefs?

Motivation

Why are you running for this particular role?



THE BIG PICTURE



CREATING SMART GOALS

S

M

A

R

T

SPECIFIC



Make goals clear and specific.

MEASURABLE



Define measurable assets.

ATTAINABLE



Confirm your goals are attainable.

RELEVANT



Verify your goals are relevant.

TIME-BASED



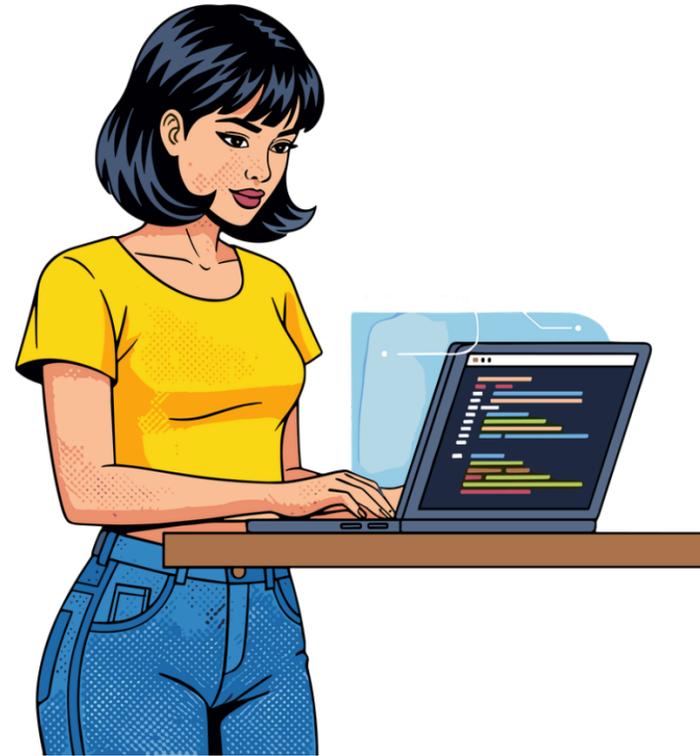
Set up a time-based plan.

mitratech.com



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ADDITIONAL NOTES



Leicester Students' Union Strategic Plan 2025-2028



<h2>OUR VISION</h2> <p>A community where all students are empowered to thrive, belong and succeed.</p>	<h2>OUR WHY</h2> <p>We believe students who engage with the Students' Union are happier, make more friends and have better academic outcomes.</p>	<h2>OUR HOW</h2> <p>Advocate for, support and create spaces for all students.</p>
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WHAT DOES A MANIFESTO LOOK LIKE?

- A list of priorities you want to achieve (using SMART goals)
- Eye catching poster - be creative!
- Colourful and easy to read
- Introduces yourself
- **Up to 2 pages for Part-Time Officer candidates**
- **Up to 3 pages for Executive Officer candidates**
- **A4 in size and a PDF**

**Re-elect Jack
as Activities Officer**

Who am I?

I am the 2022/23 Activities Officer at Leicester Students' Union and I'm rerunning for the 2023/24 year. The first Activities Officer to re-run in a long time!

Before that, I was a Maths student, a Social Secretary for Rugby League, I created my own society and spent a year on Societies Council, which reviews New Student Groups and Grant Funding!

Jack McDonald (He/Him)

My Biggest Priority

Developing the Student Group Pathway

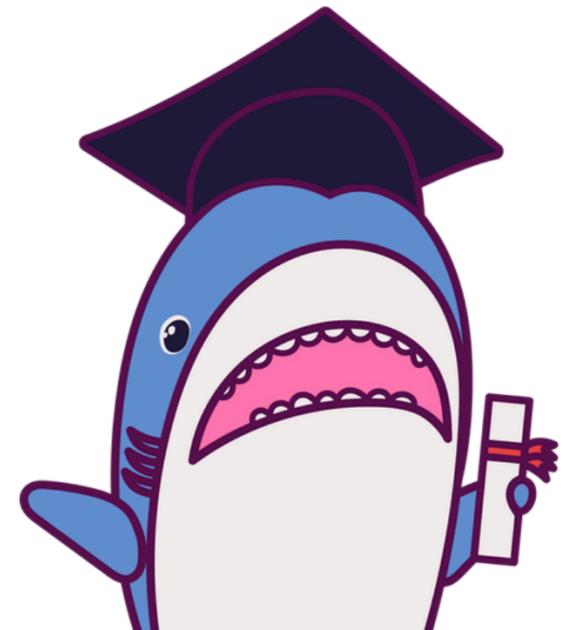
From creation to committee elections, there are many stages of being a student group that could be made simpler and easier to understand:

- Do you know the steps to making a New Student Group?
- Do you find all the documents and forms confusing?
- Do you feel fully comfortable organising big events?

All of this and so much more can be made a whole lot easier and I've already been working at it in my time in the role so far. You can see what I've done so far below!

HOW TO MAKE YOUR MANIFESTO INCLUSIVE

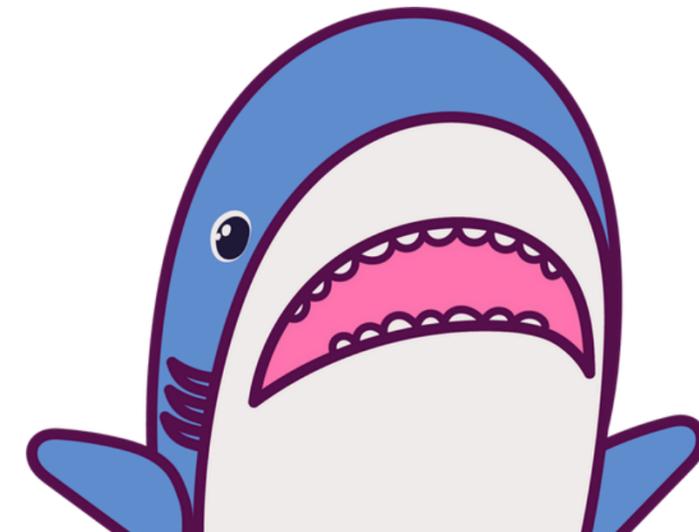
- Don't over-complicate it!
- Aim for simple, concise and straightforward language
- Utilise sections/paragraphs.
- Ensure the size of your font is adequate
- Consider colour schemes



A NOTE ON AI

- AI does not showcase your personality, relatability, or original ideas
- Students that can detect AI may find the manifesto disingenuous
- Using AI may not demonstrate what your values are
- AI cannot have a full understanding of the role
- Candidates could have very similar manifestos
- AI does not demonstrate your capability

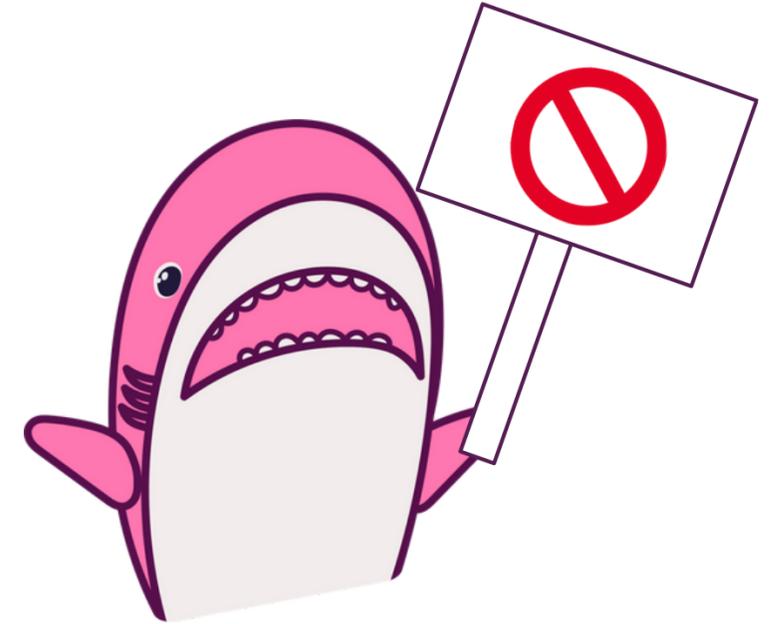
It is possible for you to use AI, but we encourage you to be conscious about when and where you use it.



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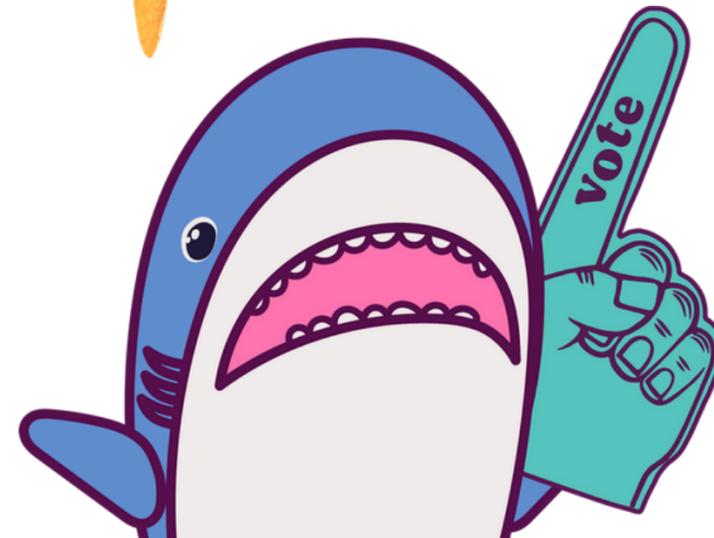
THINGS TO AVOID

- Small text size
- Big chunks of text
- University or SU logos
- Endorsements on your manifesto
- Colours that make text hard to read
- Offensive or discriminatory language



DATA

SU-RESEARCH@LEICESTER.AC.UK



SUBMISSION

- Up to 2 pages for Part-Time Officer candidates
- Up to 3 pages for Full-Time Officer candidates
- A4 and send as a PDF

**DEADLINE FOR
MANIFESTOS:
10AM TUESDAY
24TH FEB**

Send to su-elections@leicester.ac.uk and upload on the elections portal along with 200 word summary and photograph (must be <1 MB).

ANY QUESTIONS?

SU-ELECTIONS@LEICESTER.AC.UK

