

UNIVERSITY OF LEICESTER STUDENT UNION



MANIFESTO WRITING GUIDE

SU ELECTIONS





01



RULES AND REGULATIONS

1. Abide by University Regulations, Union Byelaws and the Law including current Covid related restrictions, in particular any reports of Racism within the election will be treated extremely seriously.

2. Keep within your budget (Check handbook for details)
Please note that you will be required to submit receipts for any item/material that you use, if you already own the item then please ask us to make a costing before the deadline. If you exceed your budget you are likely to be disqualified from the election process.

RULES AND REGULATIONS

3. Any reports from students that they felt as though they were **pressured to vote** against their true intentions will be treated extremely seriously, you have to be particularly careful in this respect when students are using electronic devices to vote on.

4. Campaigning begins **immediately after the candidates meeting**, any campaigning activity that falls within the scope of pre-campaigning is **prohibited** prior to this time.

During the course of these elections you are responsible for not only your own behaviour, but also for the behaviour of your supporter(s)

Any breaches of regulations by individuals will be fully investigated.

WHAT IS A MANIFESTO?

When running for election, candidates need to tell voters what they believe in and what they plan to do if they win.

This is done through a document called a manifesto. In simple terms, a manifesto outlines the candidate's goals and plans if they are successful.

To create an effective manifesto, candidates should talk to people, especially students, to understand their concerns and find solutions.

The manifesto should clearly state what the candidate aims to achieve during their term and ensure these goals are practical and attainable.

All manifesto will be posted for all part-time and full time officers alongside their 200 word summary and picture.



04



MAPPING OUT YOUR MANIFESTO

When writing your manifesto, be realistic about your promises; avoid making unrealistic claims that you can't fulfill, as voters will notice.

Understand what motivates your potential voters by talking to students, listen to their concerns and ideas. Make sure your proposals align with what students actually want; otherwise, you might appear out of touch.

Discuss your ideas with various people such as friends, peers, society members, and Course Reps. Get their feedback and focus on a few key issues instead of overwhelming your manifesto with numerous points.

05

WHAT SHOULD A MANIFESTO LOOK LIKE? (PART TIME OFFICERS)

1 page for Part Time Officers
A4 portrait PDF

A Manifesto should tell people:

Why you are running

Why should they vote for you

How they can vote for you
(leicesterunion.com/vote)

Be creative

Think about all of the student population

Make the most of free resources (Social Media/ Canva)

Get your friends on board to help!

Remember to get permission from anyone who appears in
photographs that you use

Avoid using the Union or University Logo

Have a look at the Candidate Resources Page for Karli's Manifesto
from previous
years

05

WHAT SHOULD A MANIFESTO LOOK LIKE? (FULL TIME OFFICERS)

3 pages for Executive Officers
A4 portrait PDF

A Manifesto should tell people:

Why you are running
Why should they vote for you

How they can vote for you
(leicesterunion.com/vote)

Be creative

Think about all of the student population

Make the most of free resources (Social Media/ Canva)

Get your friends on board to help!

Remember to get permission from anyone who appears in
photographs that you use

Avoid using the Union or University Logo

EXAMPLES

Vote 

**ARCHIE
ROBINSON**
For President
#MarchWithArch

**Why you should vote
me as YOUR President!**

You should #MarchWithArch again because I want all students to feel as though their Union is their home away from home.

For too long students have felt as though they are unheard and unrepresented and I vow to rebuild student trust, and consistently provide all our students with a confident voice to challenge the University where you see necessary.

Re-Elect Robbo to **rebuild** our campus, **regain** financial certainty and **reinvigorate** our community at Leicester!

 Arch4President



**My Relevant
Experience**

- Your Sports Executive Officer for Leicester Students Union 2022/23
- Trustee of our Students' Union 2022/23
- Currently sit on: Sports Operational Board, Students' Union Investment Working Group, Risk Management Sub-Committee, the Student Skills and Employability Board and many more!
- Futsal Club Captain 2020-22
- Sports Scholar 2020-22
- Sports Scholar of the Year 2022

#MarchWithArch

#MarchWithArch

**Campaigns for
You!**

#MarchWithArch

**Cost of
Living**

- Commitment to an increase of the Cost of Living one off payment
- Lobby the University for an emergency bills support package
- Expansion of the Wellbeing Officers free breakfast scheme to incorporate afternoon meals
- The creation of 'Cost of Living Cooking Classes' to show students cost effective recipes
- Ensure the University releases full tuition fee transparency
- Ensure the University provides more funding into the hardship funds and ensure they are accessible for all
- Lobby for a price reduction of the gym membership and work towards having it provided in accommodation prices

#MarchWithArch #MarchWithArch #MarchWithArch #MarchWithArch

**Improving
Facilities**

- Ensure all buildings are efficiently heated on campus
- To instigate the development of social study spaces to provide students with more opportunities to learn a way they want to
- Development of a 'Destress' space in the library so students can have a safe space during assignments and exam periods
- Campaign for the development of our indoor and outdoor sport facilities, allowing all students better access to sport at the University
- The development of the 'Gee's' pub on campus, giving students a more opportunities to socialise and make new friends
- Development of food outlets on campus, chosen by you!
- The creation of a Women's only gym at Danielle Brown Sports Centre

EXAMPLES

Vote for Sheeba as Distance Learning Officer

Why vote for me?

As I am a distance learning student myself, I understand the dynamics and obstacles faced by distance learning students. I aim to make it an inclusive environment for them where they have their queries and concerns addressed in a timely manner, and they feel as an integral part of the university community.

About me:
Studying MA
Human Rights
and Global
Ethics(Distance
learning)



Ready to Lead!

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!

WE ARE HERE TO HELP

EMAIL US AT:

SU-ELECTIONS@STUDENT.LE.AC.UK

