

Writing your manifesto



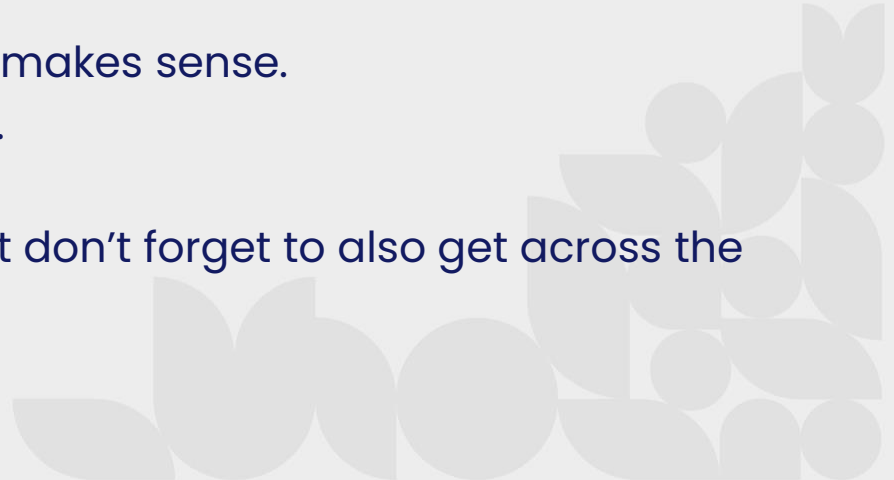
THE SU
UNIVERSITY
OF BATH



Manifesto Tips

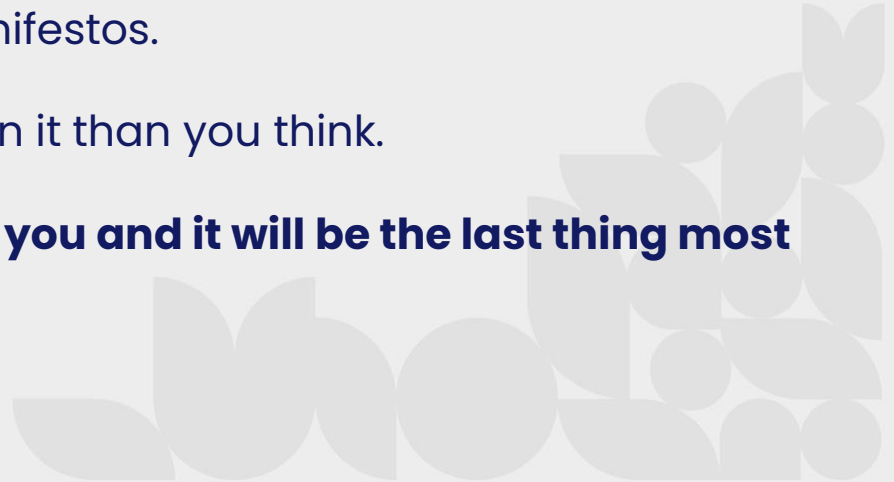
Manifestos are like a combination of a job interview and a CV/personal statement – treat them as such! Whatever you do, make sure you do these things:

- **500 words** – Manifestos must be no longer than 500 words, if they are over, you will be asked to edit, or manifestos may be cut off at the 500th word.
- Check your spelling!
- Have your friend(s) read it and check it makes sense.
- **Don't break the rules!** (Seriously, don't).
- Be clear, concise and accessible.
- Have fun and show your personality, but don't forget to also get across the important bits.
- Take your time and do it well.



Manifesto: things to consider

- Define what you stand for and (less directly) the kind of candidate you are.
- It is a starting point for how you talk to voters.
- Student Media and others may question you on what you have, and most likely have not, put there.
- Students will make their decisions on manifestos.
- The University will put more importance on it than you think.
- **The majority of students will never meet you and it will be the last thing most people see before they vote.**



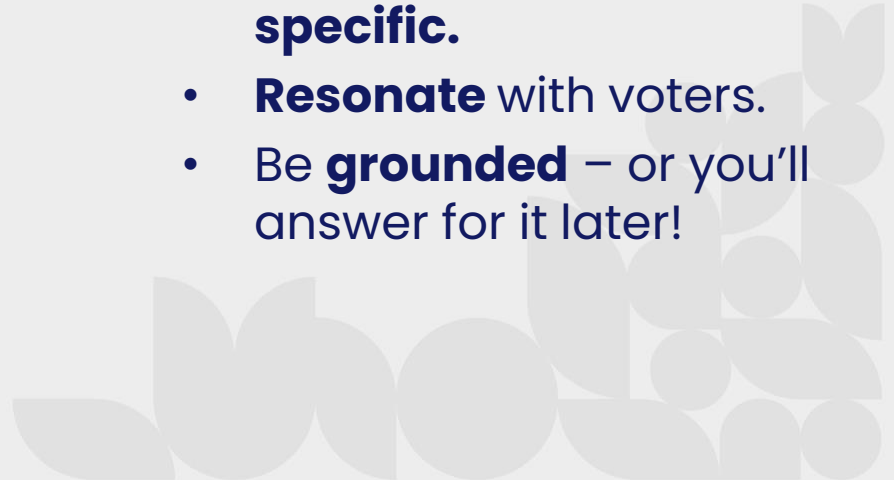
Manifesto: Remember...

- A manifesto is part of a wider campaign.
- Use your work on it to prepare you.
- It doesn't have to finish at those 500 words – use blogs, videos, and social media to get your word out.
- If you have gimmicks – reference them.
- Get your catch-phrases in there!



The Substance: Policies need to...

- Be **Clear, concise** and **specific**.
- **Resonate** with voters.
- Be **grounded** – or you'll answer for it later!



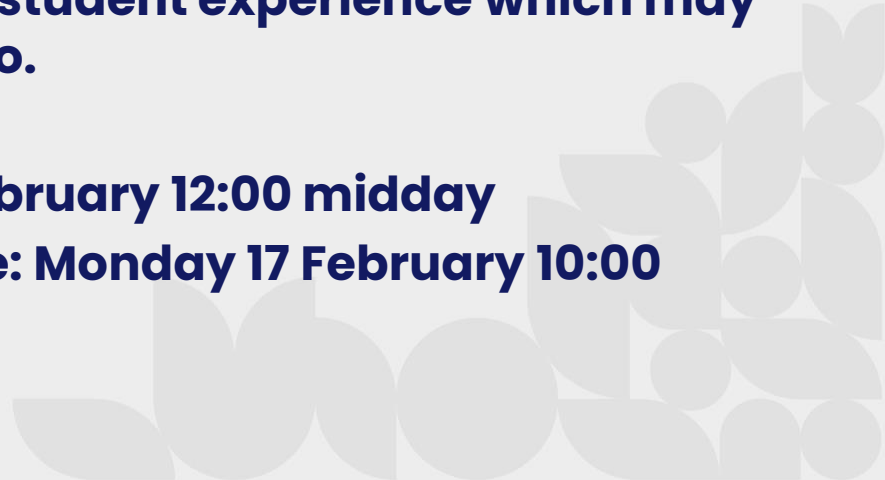
Manifesto deadline

This year (election of the 2025/26 SU Officers) you will submit your nomination and then have an additional week to submit your manifesto and candidate form.

During this week you will be able to attend some optional topical briefing sessions on hot topics in the student experience which may help you when writing your manifesto.

Nominations deadline: Monday 10 February 12:00 midday

Manifesto & candidate form deadline: Monday 17 February 10:00



Manifesto questions?

Contact sureturningofficer@bath.ac.uk

