



**'How to win'  
Campaigning  
and Manifesto  
Training**

# Introduction

- **What is a manifesto?**
- **Manifesto content**
- **Promoting yourself**
- **Campaign ideas**
- **Setting expectation**
- **Goldsmiths' guidelines**





# What is a Manifesto?

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**Your 'sales pitch' - it's a way to articulate to students:**

- **What makes YOU the best person for the role and sets you apart from the rest e.g your skills, experiences**
  - **What you hope to do for students if you get elected.**
  - **Highlight tangible outcomes - not empty promises!**
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# Manifesto Content

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- **A bit about yourself, experience and skills which make you qualified**
- **Policies/ideas: 3-5 points - be specific, keep it targeted and concise to keep students interested**
- **Encourage students to vote, signpost with all the relevant details e.g how to vote**
- **Avoid cramming! There will be plenty of opportunities to expand on your manifesto ideas via hustings, online campaigning etc**
- **Avoid repetition**



# Things to consider when promoting yourself

It can be awkward especially if this is new for you but don't be afraid to do so and avoid comparing yourself to others.

## Questions to ask yourself:

- What motivated me to nominate myself
- What experiences and skills do I have that are relevant to the role
- What are my big overarching priorities





- **Brag a little bit**
- **Show that you know what students will require of you in the role - use role descriptions and experiences with current officers as guides**
- **Think about experiences outside of Goldsmiths that make you relevant for the role**
- **What motivated you to nominate yourself?**
- **Talk about you WHY - what is it that compelled you to run and compels you to advocate for students**
- **Be authentic, take inspiration from others but avoid copy and pasting!**
- **Avoid buzzwords**
- **Goes without saying but do not lie!**

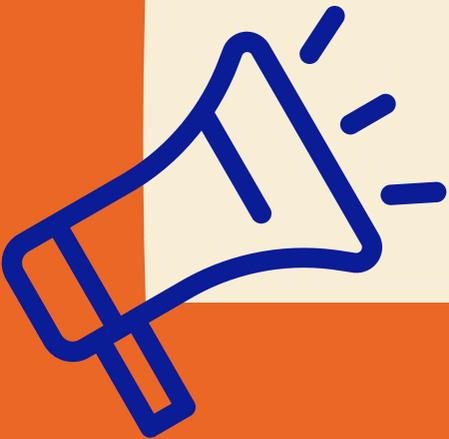




# Campaigning ideas

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- **Social media**
- **Banners**
- **Posters**
- **Leaflets**
- **Stickers**
- **T-shirts**
- **In-person speech**
- **Campaign team**



# Setting Expectations

- **Think big but have realistic outcomes. You are only in post for a year, potentially two if you are re-elected**
- **Outcomes: what can students expect to see when you have succeeded?**
- **Consider who your priorities will benefit - particular groups of students or all? e.g. 'I will seek to introduce a hidden course cost bursary designed to support students from low income backgrounds in accessing learning resources'**
- **You WILL be held to account for this once elected**

## TOP TIP:

- **Remember to keep it short and to the point**
- **Think about visuals - fonts & colours, is it easy to read**
- **Attend our public speaking training on Monday 27th February, 2pm**





# Goldsmiths Guidelines

- **600 word limit for written manifesto on website**
- **6 word slogan**
- **Manifesto and campaign video - deadline: 12pm, 8th March**
- **If you put any posters/flyers around the university or SU you *MUST* remove them yourself after voting closes!**





# **KEY CONTACTS:**

**Deputy Returning Officer - Rhiannon:  
democracy@goldsmithssu.org**

**Student Voice Coordinator -  
Maheda: maheda@goldsmithssu.org**

# Your ideas...

- **Catchy slogan ideas?**
- **What will your manifesto look like?**
- **How do you plan to promote yourself?**





**Thank You &  
All The Best!**

