



**'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?

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

- **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.

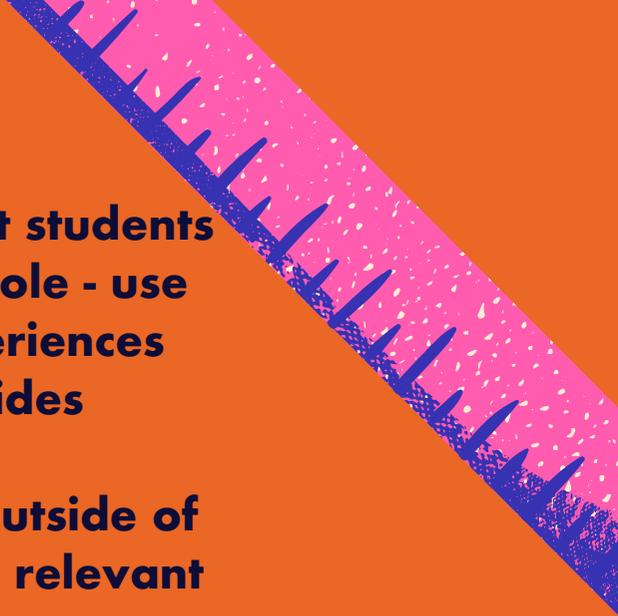
Questions to ask yourself:

- 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





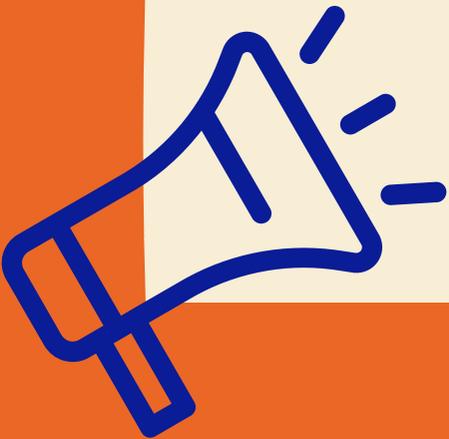
- **Brag a little bit**
- **Show that you know what students will require of you in the role - use role descriptions and experiences with current officers as guides**
- **Think about experiences outside of Goldsmiths that make you relevant for the role**
- **What motivated you to nominate yourself?**
- **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

- **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:

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**Student Voice Coordinator -
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Your ideas...

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





**Thank You &
All The Best!**

