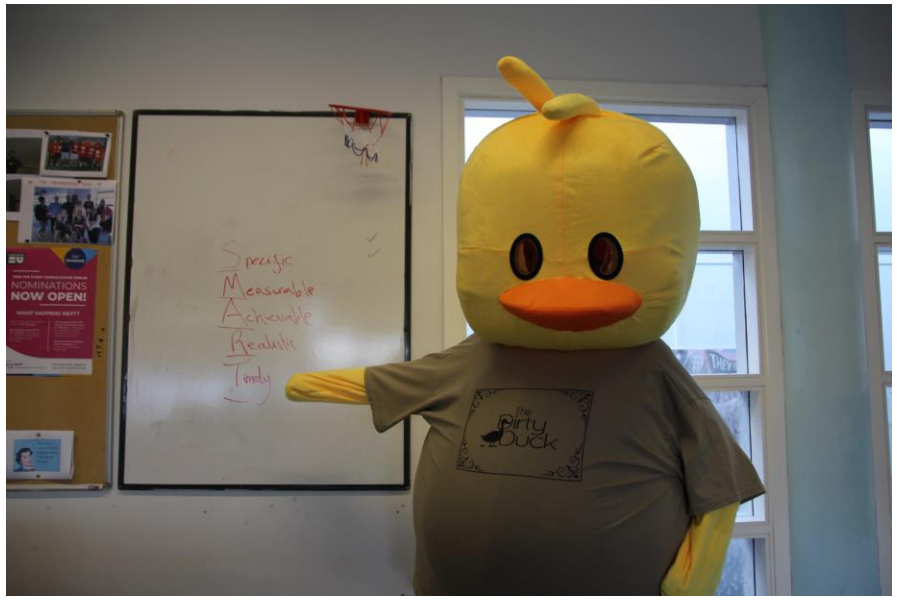
Spring Officer Elections 2024

Manifesto Guidance Session



Today's Session

- How to Stand Out
- Being Innovative
- SMART Objectives
- How to Campaign
- Your Team
- How to Submit Your Manifesto
- Tools
- Key Dates

Standing Out

- Voter turnout will be higher if candidates have different views
- Easier to campaign if you have your own unique brand
- Colour schemes, themes, acronyms etc.
- Extend this to your campaigning!
- Talk about yourself and your points, not other candidates

Meet Duck McDucky!!!

- Improving bird life on campus
- More seeded bread in the bread oven
- More education on the differing species of birds

Activity

In pairs, discuss:

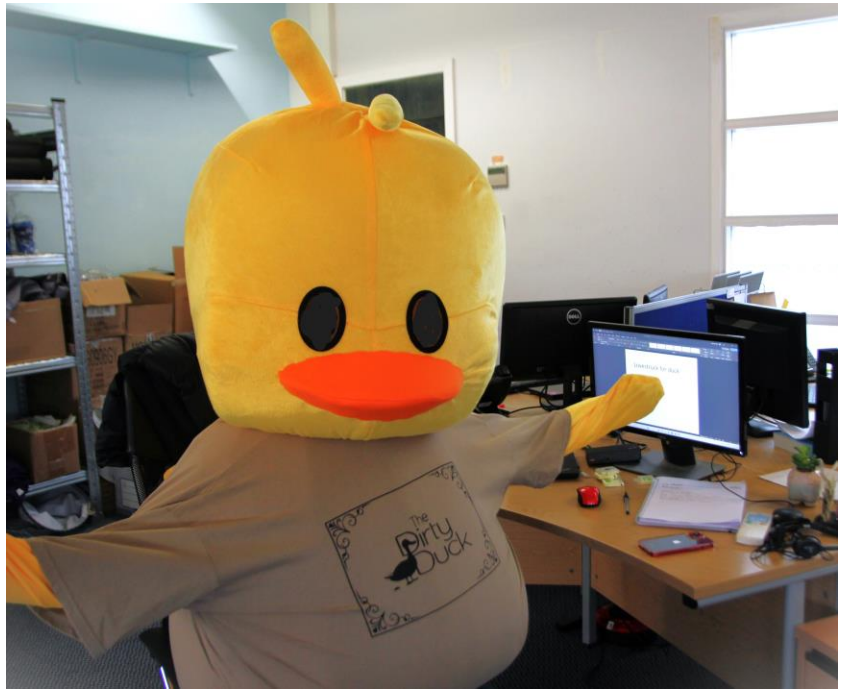
- What might his manifesto points may be, how would he best phrase them?

Tertiary
Red-orange
Secondery
Orange
PRIMARY
Red
Tertiary
Yellow-orange
Tertiary
Red-purple
PRIMARY
Yellow
Secondary
Purple
Tertiary
Yellow-green
Tertiary
Blue-purple
Secondary
Green
PRIMARY
Blue
Tertiary
Blue-green

Activity

In small groups, discuss how:

Imagine you are Duck McDucky, think of how you might visually present your manifesto, what colours would you use? What other tools might you use to create a personal brand?



Being Innovative

- Manifesto points to stand out (Only campaigning for 1 year though!)
- Balance between manifesto points for change and for votes
- Try and find points you think other candidates won't have (speak outside of your bubble!)
- Think about ordering of points in the manifesto
- Specific points for your role vs wider points
- More than 5 points can be too much

S M A R T

- SPECIFIC goals / promises / priorities
- MEASURABLE progress that students will be able to follow
- ACHIEVABLE within the organization and the bounds of reality
- RELEVANT to students and our representation of them
- TIMELY to be completed within your term

S M A R T OBJECTIVES

Specific goal	
Measure progress	
Achievability	
Relevance	
Time	

Activity

- Using SMART objectives, in pairs plan an objective for the case study below

Duck McDucky has nominated himself for VP Societies. They want to bring fun and pond-sitivty to the forefront of university societies. Using SMART objectives, plan out a few objectives Duck may have.

Being Organised!

- Make sure your manifesto is clear and easy to read
- How will you ensure your points are tracked and achievable?
- Think about communication in person
- Summarise your points quickly

Being Accessible

- Plain Text
- Alt Text
- Colour Schemes (https://contrastchecker.com/)
- Accessible Campaigning
- Be seen as the candidate who goes a little further
- Inclusivity in manifesto pledges

How to Campaign

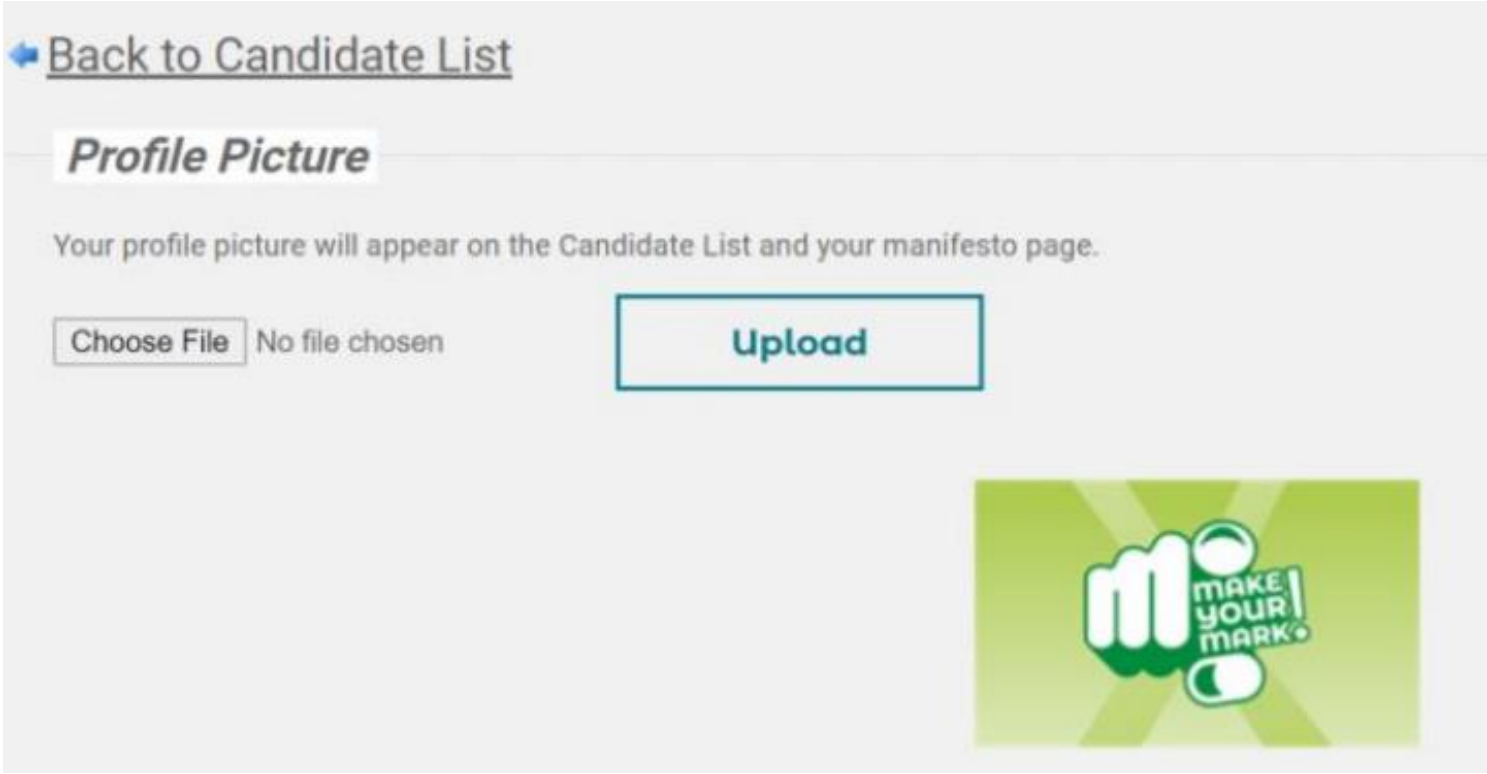
- Posters
- Hall Touring
- Social Media
- Question Time
- Activity on Campus
- Relate to your manifesto points!
- No endorsements!

Your Team and their Roles

- Make sure Team members are representative of your campaign and manifesto points
- Ensure all team members are registered if you are using a team (Google Form on the candidate guide found here https://www.warwicksu.com/pageassets/student-voice/elections/rules-guidance/Spring-Elections-2022-candidate-guide.pdf)

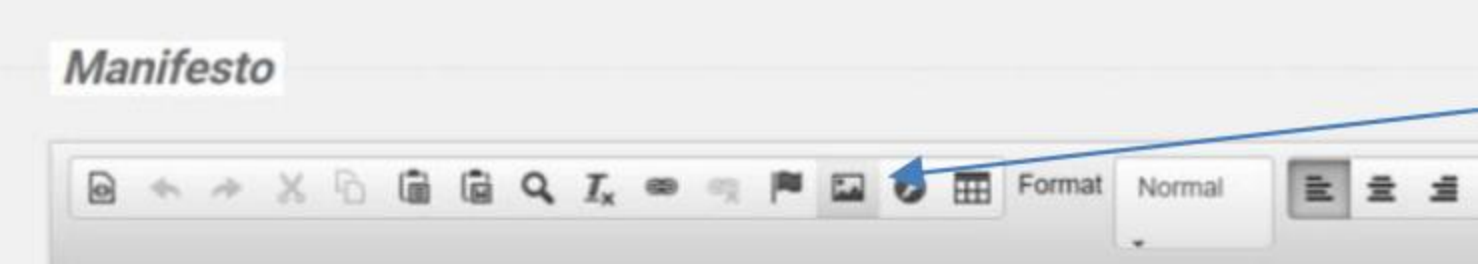
How to Submit Your Manifesto

- First check you have successfully nominated yourself
- Then, ensure you have uploaded a profile picture **of yourself**



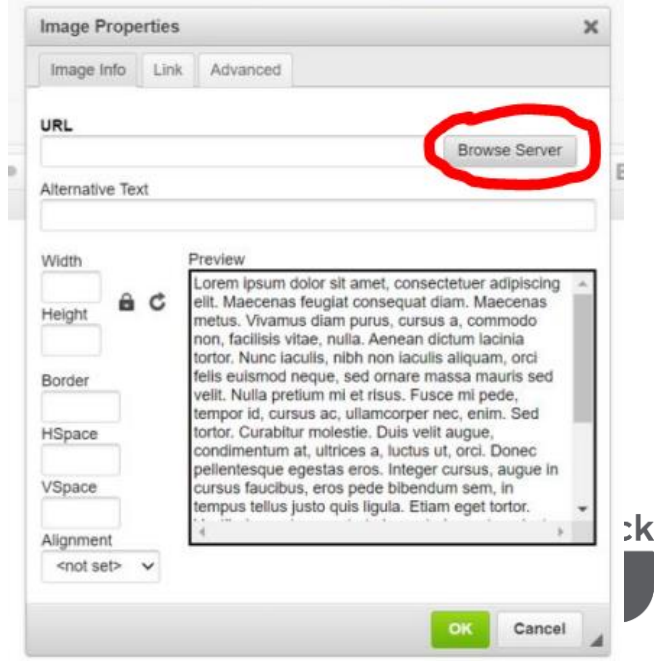
How to Submit Your Manifesto

- Now you will be able to upload a manifesto by clicking this box



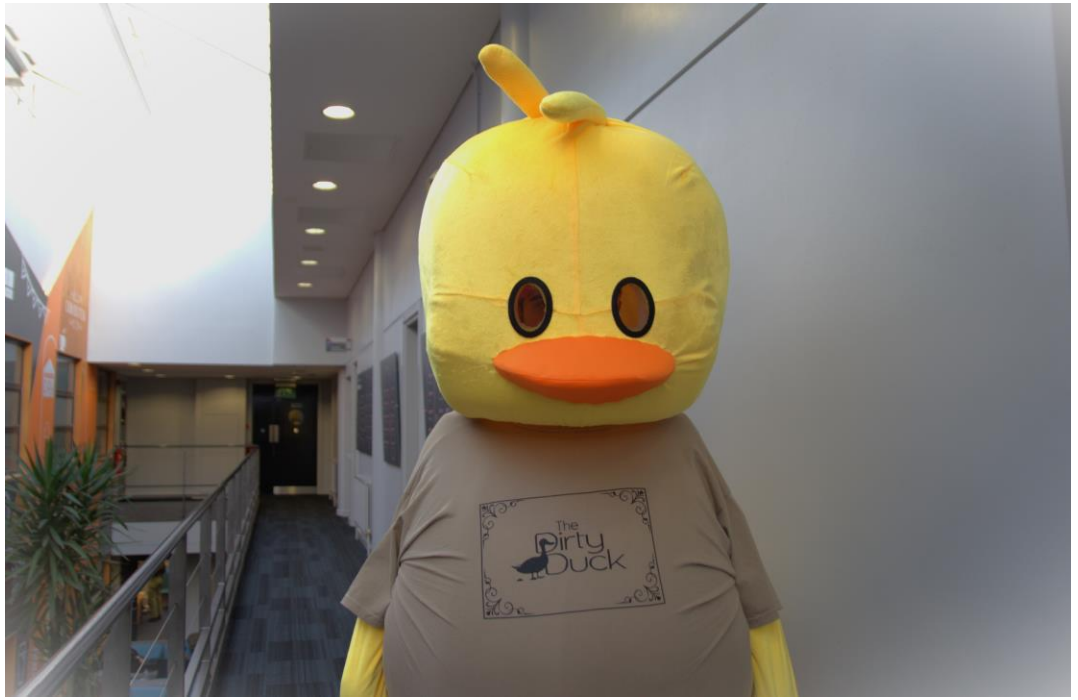
How to Submit Your Manifesto

- If your manifesto is an image, it can be uploaded onto the website by clicking ‘Browse Server’
- If the picture is a bit stretched, go to advanced and under style input the following ‘object: fit-contain’ – in order to keep your picture from being too stretched.



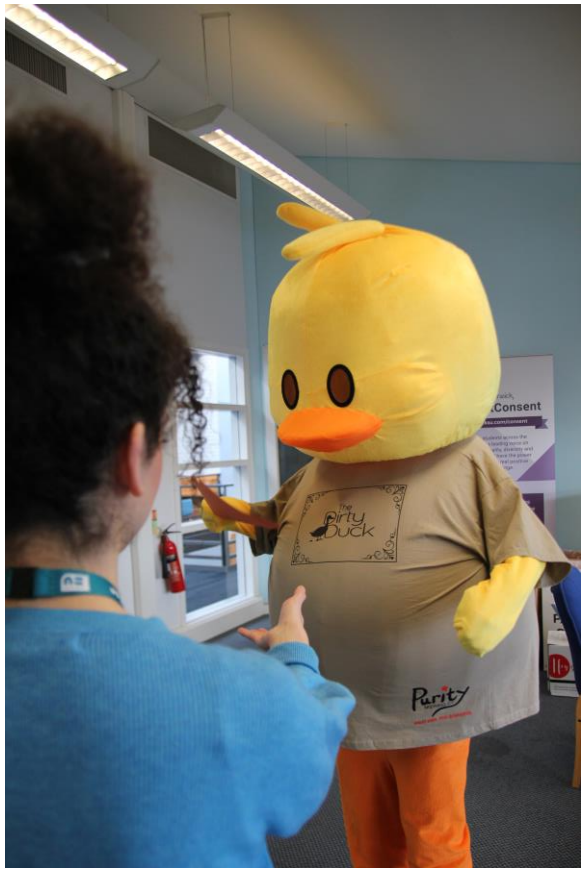
Example Structure

- Your name, profile picture, and a slogan if you choose to use one
- Your background and why you are running
- Your top priorities and why
- How you will tackle these priorities
- Links to your social media
- Plain Text manifesto



Tools

- Canva
- Paint.net
- Photoshop
- Publisher



Key Dates

- Nominations close on Tuesday 6th February 2024
- Deadline for uploading manifestos is 5pm on Tuesday 7th February 2024
- Question Time is on Wednesday 28th February 2024
- Voting runs from Monday 4th March through to Friday 8th March
- Results will begin to be announced from 5pm that night

Any questions?

Click to add contact email