

SOLENT ● ✕ ● ● BY-ELECTIONS

GROW 🍂 YOUR 🍂 UNION

Manifesto Guide
October 2025

What is a manifesto?

Manifesto: a public declaration of policy and aims, especially one issued before an election by a political party or candidate.

Your manifesto should highlight the key changes and impact you would like to make if you are elected. Think of it as a statement to support your candidacy.

Think about your motivations for running in the elections, and the key things you would like to achieve.

It is a good idea to think about what our current students needs and desires are, as they will be electing you to represent them. Are there any national, local or Solent issues that you would like to work on?

What is your motivation?

Before you start writing your manifesto, it is important to first think about why you want to take on this role, and what impact you can have to improve the student experience for current and future students at Solent University.

- What is important to you?
- What is important to other students?
- What are the current issues impacting on students experience at Solent University?
- What are practical things that you can do to make a change?
- You might want to go out and speak to current students to find out what is important to them.

Writing Tips

Try to keep your manifesto to around 100 words! Think about how much students are likely to read.

Choose the 3/4 key motivators for becoming an officer to decide your key manifesto points.

These need to be realistic, relevant and achievable!

Example Manifesto Layout

Introduction:

- Who are you and what role are you applying for?
- What do you hope to do if you are elected?

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Example Manifesto Layout

If elected, what would you do?

- Objective 1:

Example:

Hold a series of Wellbeing Events to support mental health)

- Objective 2:

Example:

Seek sponsorships to increase funding for the Student Union

- Objective 3:

Example:

Improve the Student Social Spaces.

Why will these objectives make a positive impact on the student experience?

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Example Manifesto Layout

What makes you the ideal candidate?

- What experience do you have?
- What skills do you have that would be useful?
- Have you been an Officer for the SU before? What did you achieve?

Conclusion:

- Thank students for reading and summarise why they should vote for you.

Don't forget to add a photo of yourself to your manifesto!

Manifesto Top Tips

- Make sure that what you include in your manifesto is relevant, achievable and doesn't break the law or any student code of conducts.
- Take a look at campaigns and issues the SU is currently working on, can you advance these in post?
- Look at current policies, is there anything that isn't working?
- Talk to students! Find out what is important to them and what they want out of their officers.
- Think about how you are going to appeal to the wider student body.
- Remember, your manifesto is important, but how will you get your message out to the wider student body?
- If you are going to be using social media to support your campaign, add the link in!

Manifesto Key Dates

You must upload your manifesto by Monday 13th October at 12pm.

If you would like us to proof read your manifesto, please email it to us before the deadline.

Remember, this is your chance to stand out and show students who they are voting for.

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Candidate Checklist



Make sure your manifesto stands out and upload to the website



Work on your artwork and send in via the link by:



Attend the Candidate Briefing



Book in for Candidate Filming



Start campaigning

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Remember:

Manifesto and Artwork must be submitted by Wednesday 12th October 12pm.

Remember:

Candidate Briefing is Compulsory to attend for all candidates!