

Manifesto Guidance

This document provides guidance on how to write a manifesto for a SOAS SU election.

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What is a Manifesto?

A manifesto is typically used in politics as a declaration of the intentions of a political party, should they be elected into power. For the SOAS SU elections manifestos are very similar in purpose: they tell other students who you are, what you hope to achieve, and why they should vote for you.

Guidance

There is no set format for a manifesto to be used in the SOAS SU elections, however there is some information which students do typically choose to include:

1. Name
2. Position you're running for
3. Brief summary of who you are, and any relevant experience
4. List of aims you hope to achieve if elected
5. Invitation to contact you for more information

Students like to know who they're voting for, and it's best to use your manifesto to show what your main goals are and what you stand for as an individual. This is your chance to show students who won't know you who you are! Everyone running for a position is passionate about its cause, but why should students choose you?

SOAS SU elections are run in line with the SU Safer Spaces Policy, and we do not accept any negative comments towards other candidates in your manifesto. Keep it about you!

We also recommend doing your research before writing your manifesto. Speak to the person currently in the role, or the SU, to find out what work has been done before in this role and your vision of what you'd like to do. Your aims should be achievable, and students will typically be able to identify a manifesto point that is strictly ideological from a manifesto point which is achievable. Not to say you shouldn't say your ideologies - but be careful about promising things which you cannot bring to fruition, especially for Sabbatical roles!

Transparency

This is mentioned in the Candidate Handbook, however it is worth reiterating that your manifesto should be accurate and transparent. If elected into an officer position you will be in rooms and conversations that normal students are not typically in, and you may want to use this platform to support a specific existing student-led cause or campaign. However, please be mindful about how you communicate this. You do not want to use a cause/campaign name as a buzzword in your manifesto, as this doesn't acknowledge the existing work of students and can appear as simply a way to earn votes.

If mentioning that you would like to support a cause/campaign if elected, be sure to be clear about:

- What does this cause/campaign do?
- Have you been involved in this cause/campaign so far?
 - If so, you could mention the way in which you've been involved
 - If not, you should mention why you want to support it if elected and what you would hope to do

If uncertain, speak with the cause/campaign leaders to ask if they would be happy for you to mention their cause/campaign in your manifesto.

Examples

The manifestos for all of the current Sabbatical Officers and Executive Officers can be found on the SU website, in the [Executive Committee page](#).