

# What is a manifesto?



A manifesto is simply a candidate's support statement. A good way to think of it is as your CV for your potential employers – the students of GCU. Why should they vote for you? What skills and experience will you bring to the role? What do you plan to do as Full Time Officer and what changes would you make?

## How to go about writing one

### 1. Plan

Think about what you can realistically achieve – many voters can see through fairy-tale promises and are turned off by them.

Think about what other students would respond well to – remember GCU students are a diverse bunch.

Better yet, go out and talk to your fellow students. What changes do they want to see?

Do some research on past manifestos. Use the search function in the upper right hand corner at [www.gcustudents.co.uk](http://www.gcustudents.co.uk) to search for the term 'manifesto' for example.

### 2. Draft

Be concise and use clear language – make it short, sweet, and to the point.

Outline your goals for your time in office – ensure they are realistic and achievable.

Relate your previous experience and skills to your suitability for the role and how they will help you achieve your goals.

Don't waste time and words talking about your opponents. The manifesto should be about you and your plans.

### 3. Present

300 words is the maximum you can upload to the online platform and will be what students see before voting.

You can also design a double-sided A4 PDF that contains your manifesto. A digital copy needs to be sent to [elections@gcustudents.co.uk](mailto:elections@gcustudents.co.uk) no later than the START of the Candidates Briefing.

Proof-read your manifesto thoroughly. Better yet, get a friend or two to proof-read it and feedback to you.

Be creative and innovative!