



THE STUDENT ELECTIONS 2026

MANIFESTO GUIDANCE

Your candidate support statement, sometimes referred to as a manifesto, should simply state what you plan to do in your role and what changes you would make. It isn't an excuse to bad mouth your opposition or make unrealistic promises. Think about what you can achieve and what other students would respond to well, we recommend no more than 5 main points, this is a guide and not a target! You might want to talk to current students, look at previous manifestos and review student surveys.

For The Student Elections there should be two parts to your official manifesto:

- **What experiences make me the best candidate?**
- **What my key priorities and targets are if I'm were successful in being elected?**

This will be displayed on official Students' Union election material, such as the website and in The Student Elections newspaper, however you can use it in your campaign materials in any way you want to, be creative and stand out from the crowd both online and in-person!

Some top tips to construct a successful manifesto:

- Be **concise** and use **clear** language. Avoid long, complicated words and SU jargon - you won't win awards for being clever and you might just alienate important voters.
- In the first section, set out your previous **experience** and be specific about how this would help you if you got elected.
- In the second section, set out your **goals** for your time in office and ensure they are realistic and achievable. We want you to be bold and think outside of the box but remember there isn't an unlimited amount of money, time and resources. We would recommend no more than 5 goals.
- Your manifesto is about **you** and not your opponents. Manifestos that slander other candidates will be asked to reword and risk not being included in election materials.
- Talk about your **skills** that would indicate to voters your suitability for the role.
- **It doesn't have to be long** - in fact it shouldn't be. Short and sweet works best. You're only allowed 400 words that will be displayed to voters on the website.
- Be **creative** and **inspiring** and put your own **style** and **personality** into it. AI writing tools can be powerful in helping to bring your ideas to life, but students will easily spot if a robot has written your manifesto!

At The Students' Union at UWE, we acknowledge that AI could be viewed as a useful tool to support you with your manifesto, we also understand that AI can support accessibility and inclusion. However, we'd like to take the opportunity to remind you that we are specifically looking for student leaders who embody our organisational values and behaviours and align with our strategy.

Therefore, we would recommend that if using AI, you ensure that your manifesto is still an authentic representation of your skills, experiences and attributes and that you have the skills, experiences and qualifications outlined within the role description of the position you are nominating yourself for.

If you have any questions, or would like to discuss further, please email surecruit@uwe.ac.uk.

Once you have drafted your manifesto the Elections team are happy to provide feedback, feel free to run it past us by emailing suelections@uwe.ac.uk.