



## Writing a winning manifesto

A manifesto is a public declaration of what you'll do when you're elected. It's an important reflection of who you are and why students should vote for you. This can be in whatever format you like it, be it a poster, a video, or anything else you can upload onto your candidate profile.

Whatever you decide, you'll need to follow these three steps to make sure you're relevant to the voters:

### 1. Know your audience

Think about the different kinds of people who study at King's – all these people have a vote. See page 19-23 of the [King's Profile](#) to find out the demographics of students that study here.

### 2. Find out the issues

Speak to some students to get an idea of what's most important to them and what problems they face, in the College, with the Students' Union and generally as a student. Ask your housemates, friends and course mates, but don't be afraid to branch out to those you don't know. Try speaking to leaders of different student groups, students in different schools and students around different campuses.

### 3. Choose wisely

Look at the issues you found to be most prevalent or important to those you spoke to and see if they work for the different demographics of students. You need to pick 3-5 issues that you'd be passionate about working on but that are relevant to the needs of the diverse student body.

Once you've done the hard work and have your 3-5 key issues, putting your manifesto together will be easy. Here are some key things to remember when writing your manifesto.

#### Inject some passion

Your manifesto should be persuasive and inspiring. Let your personality and passion shine through so students can get a sense of who you are and how much you care.

#### Don't go on about it

Stick to your 3-5 key issues, be concise and use short, snappy sentences. Make sure you draw attention to the most important part- what you'll do when you're elected.

#### Get a fresh perspective

Ask a trustworthy friend to look over it when you're done, and ask for some honest feedback. If they get goose bumps then you're on the right track!

When you're satisfied, upload your manifesto to [elections@kclsu.org](mailto:elections@kclsu.org) by no later than noon, Monday 2 March.