

Writing your manifesto



THE SU
UNIVERSITY
OF BATH



Manifesto Tips

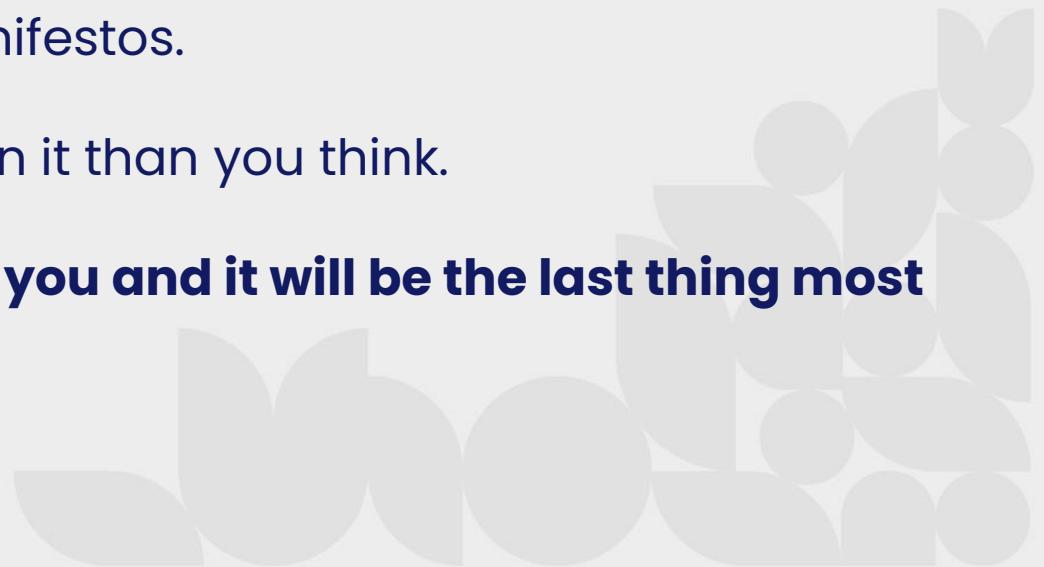
Manifestos are like a combination of a job interview and a cv/personal statement – treat them as such! Whatever you do, make sure you do these things:

- **500 words** – Manifestos must be no longer than 500 words, if they are over, you will be asked to edit, or manifestos may be cut off at the 500th word.
- Check your spelling!
- Have your friend(s) read it and check it makes sense.
- **Don't break the rules!** (Seriously, don't).
- Be clear, concise and accessible.
- Have fun and show your personality, but don't forget to also get across the important bits.
- Take your time and do it well.



Manifesto: things to consider

- Define what you stand for and (less directly) the kind of candidate you are.
- It is a starting point for how you talk to voters.
- Student Media and others may question you on what you have, and most likely have not, put there.
- Students will make their decisions on manifestos.
- The University will put more importance on it than you think.
- **The majority of students will never meet you and it will be the last thing most people see before they vote.**



Manifesto: Remember...

- A manifesto is part of a wider campaign.
- Use your work on it to prepare you.
- It doesn't have to finish at those 500 words – use blogs, videos, and social media to get your word out.
- If you have gimmicks – reference them.
- Get your catch-phrases in there!

The Substance:
Policies need to...

- Be **Clear, concise** and **specific**.
- **Resonate** with voters.
- Be **grounded** – or you'll answer for it later!

