

# How to Write Your Election Manifesto



If you haven't written a manifesto before, don't worry.

This guide will help you write a persuasive pitch to the 20,000+ students at Edinburgh Napier.

## Why do I need a manifesto?

You might be popular in your own class, but you need to reach students across all campuses.

Your manifesto will be published on the **napierstudents.com** election profile page. This allows voters to compare candidates side-by-side and make an informed decision.

## What should I write?

You have a strict limit of **300 words**. Use them wisely:

1. **About You (Brief):** Introduce yourself and explain why you want the role. Keep this short.
2. **The Issues:** Identify the key challenges facing students or the University.
3. **Your Solution (Main Focus):** Dedicate most of your word count to your skills, your goals, and exactly what you hope to achieve for students if elected.

## Top Tips for Success

- **Be specific:** Focus on the role you are running for. For example, if running for *Co-President for Sport & Wellbeing*, discuss your specific plans for sports clubs and mental health support.
- **Prioritize:** List your goals in order of importance.
- **Keep it readable:** Use short, crisp sentences and bullet points.
- **Proofread:** Check your spelling and grammar. Sloppy writing suggests you will be a sloppy representative.
- **Be catchy:** Feel free to use a memorable slogan or key phrase.
- **Backup your work:** Save a copy on your computer before submitting.

## What to Avoid

- **Do not exceed 300 words:** The system cuts text off automatically. If you write 350 words, the voters won't see the last 50.
- **Avoid padding:** A short, punchy message is better than one filled with "fluff" just to hit the word limit.
- **No complex formatting:** Do not waste time on fonts or layout. The Students' Association (ENSA) converts all manifestos to a standard format.
- **No jargon or abuse:** Use plain English. Never use abusive, defamatory, or derogatory language.
- **No lies:** Do not make claims that are grossly exaggerated or untrue.

## Submitting Your Manifesto

You must upload your manifesto when you submit your Election Candidate Application Form.

- **Deadlines:** Submit on time. Late submissions are rarely accepted.
- **Confidentiality:** Your submission is confidential. Opponents will not see your manifesto until nominations have closed.

## Your Photo

You must upload a photo to appear next to your manifesto.

- **Style:** Full head and shoulders should be visible (similar to passport style).
- **Background:** Plain and light, no busy background image with patterns, objects or other people in view.
- **Expression:** Unlike a passport photo, **you are allowed to smile!**