

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 napiersstudents.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!**