



## UBU 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 successful in being elected? This will be displayed on official Students' Union election material, such as the website, 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 Student Union jargon - you won't win awards for being clever and you might just alienate important voters.
- Set out your previous experience and be specific about how this would help you if you got elected.
- 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.
- Who are you? It's amazing how many candidates forget to tell the voters anything about themselves. Students will often vote for candidates who have something in common with them, so as well as outlining your issues, briefly tell them:
  - ✓ what course you are on
  - ✓ where you are from
  - ✓ age, race, gender, sexuality as you think fit

- ✓ membership of clubs and societies
- ✓ any other involvement in student issues/activities

- Make it clear which post you're standing for, and don't forget to ask people to vote for you!
- It doesn't have to be long -in fact it shouldn't be. Short and sweet works best. You're only allowed **500 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!

Here at UBU, 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 would like to take the opportunity to remind you that we are specifically looking for student leaders who embody our organisational values and behaviours.

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 [electionscommittee-group@uni.bradford.ac.uk](mailto:electionscommittee-group@uni.bradford.ac.uk).

Once you have drafted your manifesto the Elections team are happy to provide feedback, before you post to your nomination, feel free to run it past us by emailing [electionscommittee-group@uni.bradford.ac.uk](mailto:electionscommittee-group@uni.bradford.ac.uk)