

HOW TO

**GIVE A
SH*T
ABOUT
STUDENTS**



PART 1

MANIFESTOS



A person wearing a blue jacket is holding a large white sign in front of a red brick building with several windows. The sign has bold black text that reads:

**GET SH*T
DONE.
LEAD THE SU.**

WHAT IS A MANIFESTO?

A manifesto is a public declaration of your aims

Your manifesto tells students why you want to represent them...

...and why they should choose you

In this Election we recommend that your manifesto and campaign focusses on two areas:

- 1. What makes you a great candidate to be an Officer?**
 - 2. What three priorities will you work on for students?**
-

WHY IS A MANIFESTO IMPORTANT?

- **Introduces you as a candidate**
- **Gives students an expectation of what you want to achieve**
- **Sets out your priorities for the year**
- **It may be the only thing about you that a voter sees!**

You **MUST** submit a Manifesto (minimum 10 words) and a photo to stand in this election.

The SU will display the manifesto on our website

The photo you submit will be on the voting page

The deadline for submission is 12pm 27th March



DO'S AND DON'TS



DO'S

- **Keep it focussed (people won't read an essay!)**
- **Include realistic and specific goals**
- **Include information about you**
- **Be as creative and original as you like**
- **Tailor your aims to the role you are applying for**

DON'TS

- **Make unrealistic promises**
- **Be vague or generic**
- **Rely heavily on A.I. (it is a tool, not an author)**
- **Write about other candidates**
- **Breach EDI or other policies**

PART 2

PREPARATION





BUILDING YOUR PRIORITIES: FEEDBACK

- **Building your manifesto aims on student feedback shows you understand and care about the voters**
 - **Talk to a range of students and find out what their priorities are**
 - **Be positive and solution focussed – what could you do to make student lives better?**
 - **Check your ideas. Whatever your aim, ask yourself...**
 - **How do I know? / Who have I asked?**
 - **Is it a priority?**
 - **Is it achievable?**
-

BUILDING YOUR PRIORITIES: TARGET SETTING



You could structure your priorities by timescale:

1. A blue-sky idea - Achievable in 8-12 months
2. A challenging idea - Achievable in 3-6 months
3. A quick fix idea - Achievable in 1-3 months

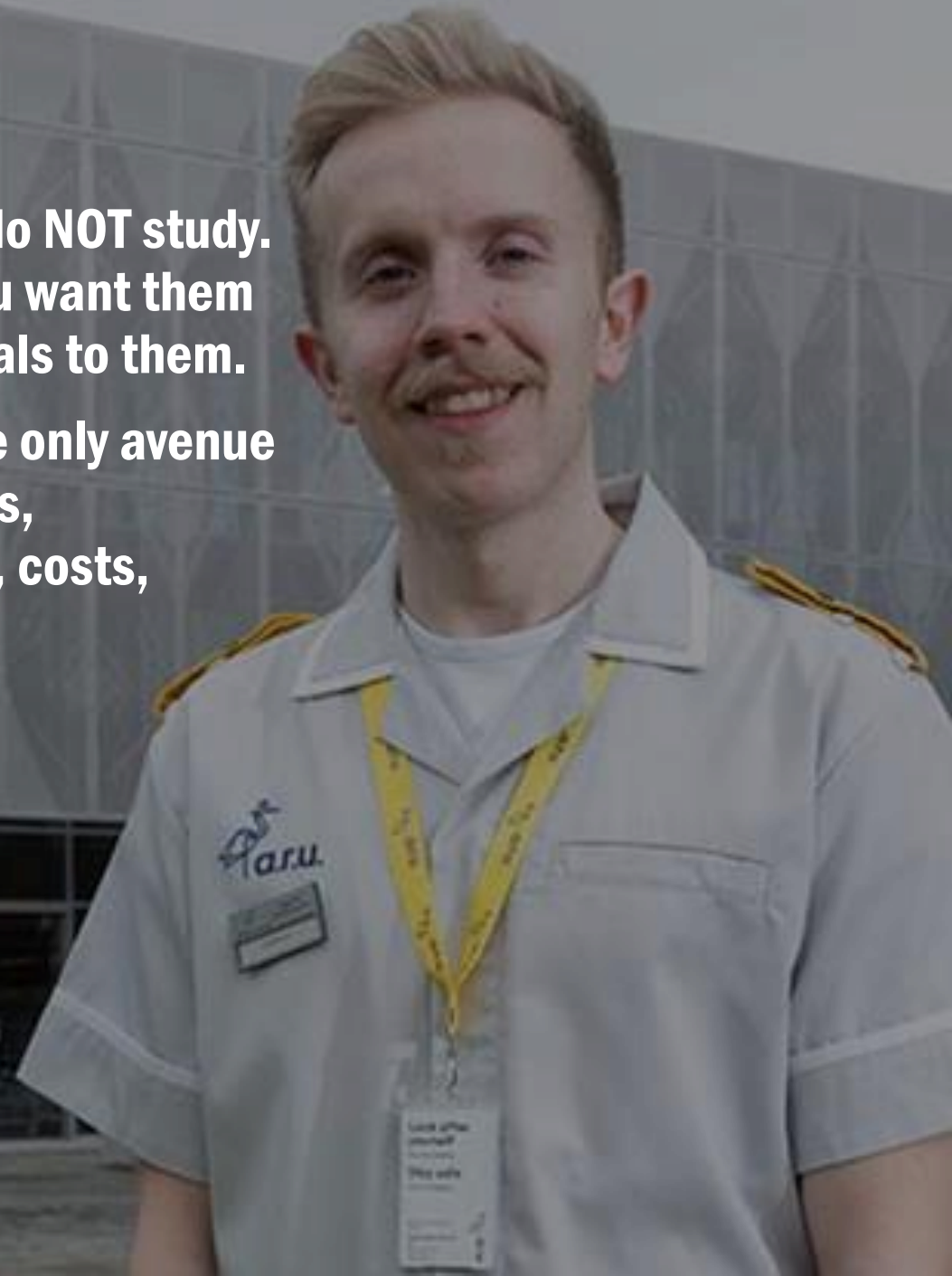
Or by audience:

1. A priority for students on your campus
2. A priority for all ARU students
3. A priority for a specific group (faculty, liberation group, level of study...)

BUT ALWAYS CONSIDER THE TARGET AUDIENCE FOR YOUR ROLE...

EDUCATION OFFICER

- **Reach out to faculties, campuses and courses where you do NOT study. Each faculty's students have unique experiences and if you want them to vote for you, you should make sure your manifesto appeals to them.**
- **Widen your definition of 'Education' – Lectures are not the only avenue for education. Consider themes such as access to facilities, assessments, placements, Staff/Student communication, costs, accessibility and more.**



ACTIVITIES & OPPORTUNITIES OFFICER

- **Think broadly about what opportunities students want to engage in. From social events & parties to development opportunities, community building, career progression, social & charitable work and more**
- **You want to appeal to the diversity of students in the union; distance learners, commuters, carers, mature students, apprentices, placement students etc.**
- **Consider the needs of disabled students, those of different faiths & cultures, neurodiverse students and even students who don't like a big night out!**
- **Speak to students from SU clubs and societies and use their feedback to help you develop ideas**





WELFARE & LIBERATION OFFICER

- **Consider how students need support for their welfare and well-being, particularly those from liberation groups. This includes health and mental health services, community building and events, equality matters, social support, disability services and academic services.**
- **You may want to explore the support services available both at ARU and in the community, at our different campuses.**
- **You could reach out to liberation and wellbeing societies to discuss what they would like to see (Afro-Caribbean, Mind Matters, Book Club, For the Girls, The Queer Collective, etc)**

INTERNATIONAL & PGR OFFICER

- **Speak to international students about their unique experiences of student life... support, costs, travel, equality, and more**
- **You could reach out to international societies across our campuses (eg Ghana, Bangladeshi, Nigerian, etc)**
- **Explore what is offered by the ARU International Office**
- **Visit Postgraduate research spaces, talk to the PGR reps, or explore PGR societies to find out about their unique student experiences. Isolation is a challenge for these independent learners.**

PRESIDENT

- **Your priorities should be broad and appeal to as many students as possible – across all of our campuses.**
- **Showcase your leadership experience and skills**
- **Give examples of times you have exhibited great teamwork or made an impact**



CAMPUS OFFICERS (LONDON, PETERBOROUGH & WRITTLE)

- **Whichever campus you represent it is important to cater your priorities to the needs of those students. The best way to find out what they want is to ask them!**
- **This role is broad ranging so you could include education, activities, welfare and liberation aspects, tailored to your campus.**
- **Use your manifesto to show that you understand your fellow students and what makes your campus experience unique.**



USING A.I.

- **Using AI platforms such as ChatGPT / OpenAI is extremely common, but the way that you use it could affect your chance of success in an election.**
- **The message you provide ChatGPT shapes the reply that you will get. The better the prompt, the better the response.**
- **Asking A.I. to generate a manifesto, statement, or answer to a broad question will provide a generic, impersonal response – and students will know!**
- **We recommend that you write your manifesto and campaign materials yourself, to include details and information YOU care about. A.I. can help you with grammar and structure afterwards.**

REMEMBER A.I. IS A TOOL NOT AN AUTHOR



PART 3

CAMPAIGNING



WHAT IS A CAMPAIGN?

- **“ORGANIZED ACTIONS TO ACHIEVE A GOAL”**
- **Your campaign is how you convince students to vote for you**
- **Your campaign should build on your manifesto – telling students about you and your priorities**
- **Your campaign will take a range of forms... not just posters!**
- **Your campaigning will need to be wide-reaching and memorable**



WHY IS CAMPAIGNING IMPORTANT?

- It lets people know it's time to **VOTE**
- It makes you stand out as a candidate
- It gives you a chance to talk to students about your ideas
- You can ask for 'second choice' votes – we use a ranking system for our elections at ARU
- If students don't know who you are, they won't vote for you!

All Officer roles are elected by ALL students at ARU, so make a plan to reach as many as possible



WHO CAN VOTE FOR ME?

All registered students at ARU

That includes students at:

Cambridge (11500)

Chelmsford (7800)

Peterborough (1400)

London (6000)

Writtle - HE only (1000)

& Distance Learners (3400)

It covers students studying:

Part-time

Full-time

Degree Apprenticeships

Post Graduate Taught courses

Post Graduate Research (PGRs)

Undergraduate courses

CAMPAIGNING DO'S AND DON'TS



DO'S

- **Be a positive presence on campus, and meet students**
- **Spend your budget to maximize your reach**
- **Get creative! Research ideas for stand-out campaigns and think outside the box**
- **Get a team together. Your friends might be able to help with design, talking to students, social media etc.**
- **Wear your 'Candidate' sash when on campus campaigning**
- **Ask for second choice votes – they can win elections!**
- **Take a break! Voting week will be tiring.**
- **Take 'no' for an answer – if someone doesn't want to vote for you, move on**

DON'TS

- **Rely on one method – posters or social media posts alone don't win voters over**
- **Spend outside your budget**
- **Touch other people's materials**
- **Campaign near Ballot stations**
- **Being pushy or aggressive. Give voters space and respect – their personal boundaries may be different than yours**
- **Interfere (or 'help') whilst someone is voting.**
- **Suffer in silence – our advice team will be on hand if you need to talk.**

YOUR CAMPAIGN: A TO DO LIST

- 1. Gather Your Team – give them tasks and make sure they are all ‘on message’.**
- 2. Decide on your ‘brand’ – images, typeface/font, colours, slogans, key messages...**
- 3. Decide on your methods – posters, flyers, giveaways, events, clothing, social media...**
- 4. Time to design. Create your materials, order your campaigning items
(but don’t go over budget)**
- 5. Decide when you’re on campus, plan any travel and schedule your time**





CROSS CAMPUS TRAVEL

You may travel to other campuses for election campaigning.

Remember:

- **Voting week will be tiring and some campuses may take several hours to reach. We do not recommend excessive travelling.**
- **You will very likely not reach all of our campuses, so prioritise which students you want to reach in person.**
- **Travel safely and plan your journeys to prioritise your wellbeing.**
- **You have the option to claim back travel expenses, but only if you have money remaining within your budget. Keep receipts and records of your journeys if you wish to reclaim the costs.**
- **Respect the property and staff at other campuses. There may be local rules about campaign posters or activities. Ask SU staff if you are unsure.**
- **Please do not travel to Writtle or London campuses without booking your session through the candidate's hub. You will be asked to leave, and may be sanctioned if you do not have an arranged visit.**

CAMPUS SPECIFICS

Cambridge, Chelmsford & Peterborough

- You may travel to these campuses during opening hours to campaign
- Maps will be provided in your campaigning pack. Please collect from SU receptions.
- Cambridge includes several satellite buildings – check your maps and consider your target students
- There is no parking available at any of our campuses – you will need to seek out local car parks, or use public transport.
- Posters at Peterborough must only be placed on designated notice boards. Check your campaign pack or ask SU staff on site if you are unsure.
- Campaigning in the libraries is not permitted.



CAMPUS SPECIFICS

Writtle & London

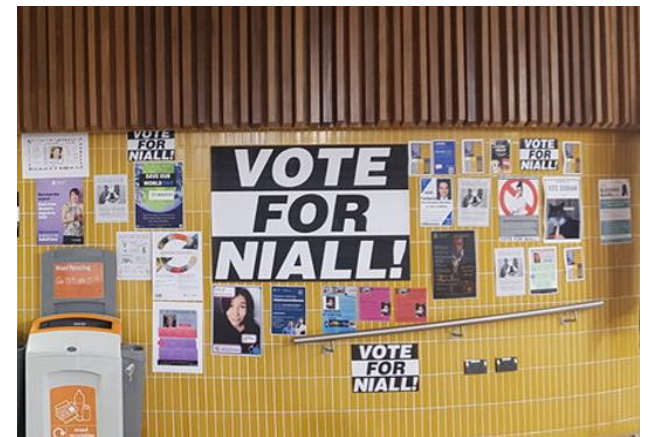
- You need to **BOOK** via the candidate's hub to attend these campuses. Do **NOT** visit without an appointment – you will be asked to leave and may be sanctioned.
- London visits are available on Monday 7th April (check in's available at 10am or 12pm). You will be signed in on arrival and will be able to campaign throughout the ARU spaces.
- The Writtle campaigning session will be Thursday 3rd April (11am – 2pm). You will be signed in and given access to a campaigning space on campus. You will **NOT** be able to roam the campus freely.



HOW WILL YOU CAMPAIGN?

Campaigning can take whatever form you want. Previous SU elections campaigns have included:

- Prize draws & competitions**
- Music videos**
- Flash Mobs**
- Blogs / Vlogs / Podcasts**
- Articles**
- Branded clothing & costumes**
- Flags and banners**
- Posters**
- Chalk graffiti**
- Freebees / give aways**
- Paid social media ads**
- Stickers**
- Coffee mornings**
- Zoom calls**
- Dance routines...**



PART 4

YOUR BRAND



WE CAN'T MAKE YOU A DESIGNER, BUT..

Here are some top tips to help you create a personal and memorable brand:

- **Whatever you are designing be consistent**
- **Stick to one font**
- **Seriously... just stick to one font**
- **Use limited size and colour variations (2 or 3 max)**
- **Check your spelling, punctuation & grammar**
- **Make sure everything is bold, eye-catching & readable**
- **Stick to one key message per post / image / poster**
- **Use tools like Canva and Snapseed to help you**



I am not DelusionARU I am VisionARU

I want ARU students to have more access to support (scholarships, bursaries, hardship fund) and services at their disposal

I wish to promote and encourage student participation in relevant associations with the SU and local/national organisations
 societies
 groups
 events
 employment opportunities fostered from within ARU

ABOUT ME

Having had to be self-sufficient for both my BA and now MA, I know how as a student you can struggle both financially and emotionally.

I am passionate about books, music, film, photography and many other art forms.

I am also very proud of wearing the ARU top.



Vote

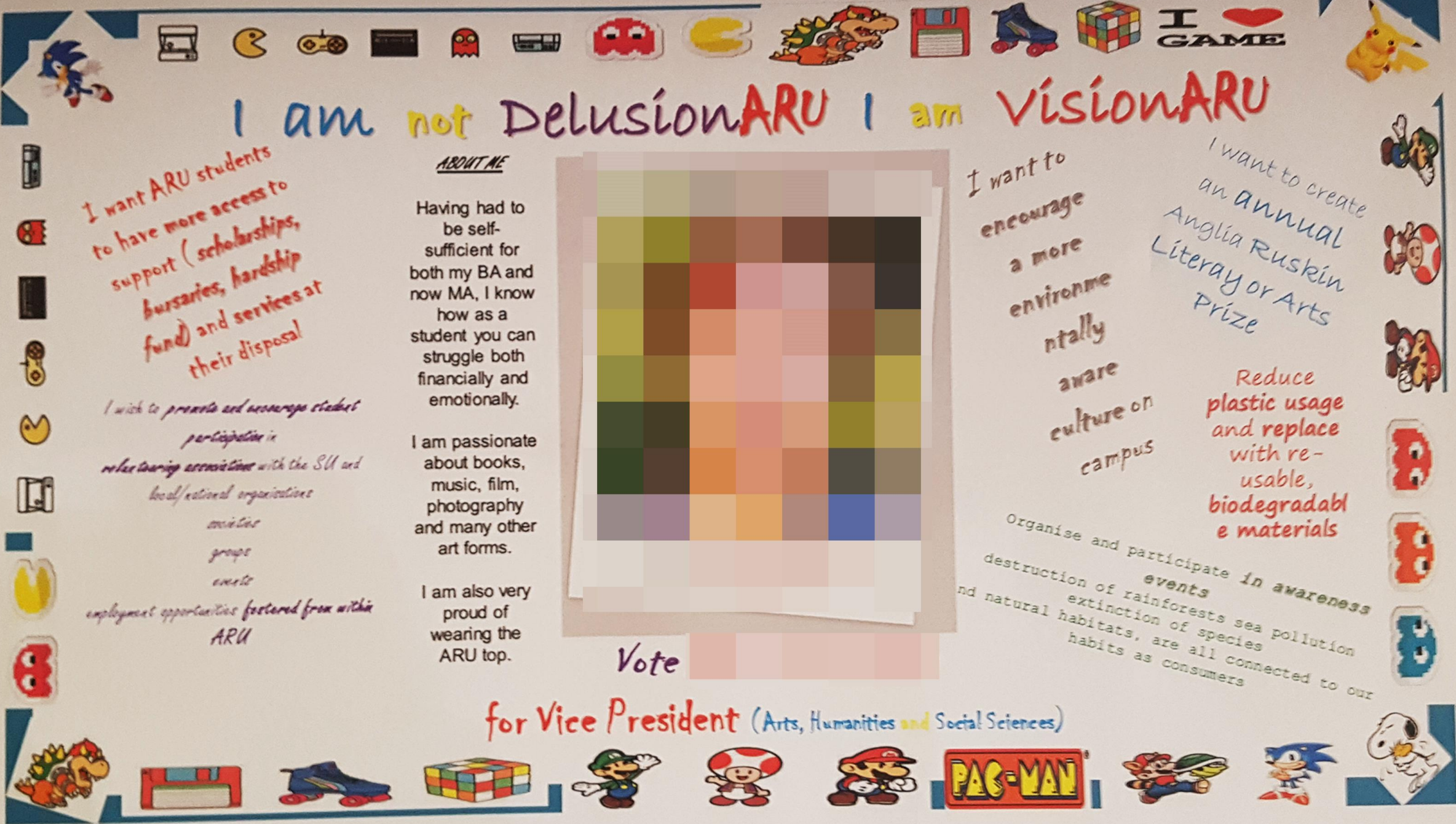
I want to encourage a more environmentally aware culture on campus

I want to create an annual Anglia Ruskin Literary or Arts Prize

Reduce plastic usage and replace with re-usable, biodegradable materials

Organise and participate in awareness events
 destruction of rainforests sea pollution
 extinction of species
 and natural habitats, are all connected to our habits as consumers

for Vice President (Arts, Humanities and Social Sciences)



THE POWER OF FONTS

SERIF FONTS ARE NOT ACCESSIBLE

GIMMICK FONTS ARE HARD TO WORK WITH

Script fonts are hard to read...

...So are dainty, little, skinny fonts

comic sans is for primary schools



PRINT MEDIA





**CAN YOU READ
THIS FROM
MORE THAN A
METRE AWAY?
GOOD.
VOTE FOR NIALL!**

SPEAK YOUR MIND.

Vote Dan Smith
for President

IN THE
SU ELECTIONS!

UASUgotthis.com

Your Mental
Health is My
top Priority



#UASUgotthis



Ask yourself...

- Is it bold?
- Is it eye-catching?
- Is it readable?
- Is there one key message?



A POSTER IS NOT A MANIFESTO

VOTE REBECCA MCKENZIE ueastudent.com/vote

Campaigns & Democracy

- Make Union Council live feeds available to everyone.
- Organise Skype Q&As with Union Officers and Staff.
- Create a Student Union online forum & message board.
- More interactive Union Council training (Games, Quizzes etc).
- Twitter / Facebook polls for: drink discount of the week, LCR themes etc.
- 10p off drink prices when 1000 students vote in elections, or participate in Union campaigns.

Widening Participation

- More interactive Union competitions.
- Gig afterparties run by student fans on the band / artist.
- Introduce a Unio / Shop loyalty card & customer feedback prizes.
- Create a Union App for: maps, competitions, feedback & an events calendar etc.
- More Returners events and fairer ticket distributions at Freshers Week.
- Lower the minimum spend on card (it's £10 at The Waterfront !!!)

Campaigns

- Campaign against mental health stigma.
- Greater involvement in local campaigns and issues.
- Introduce grants to put more student campaign ideas into action.
- Better advertising of campaigns & how to get involved.
- Continue to support existing Union campaigns.
- Union flag pole for campaigns & History Month flags etc.

About Me

- Loves chipmunks
- Ex-Union Councillor
- 3rd year Politics student
- Chair of Societies Exec Committee
- President of UEA Rock Music Society
- Previously a Director on UUEAS Commercial Boards

@BeckyMckenzie

**LESS TALK.
MORE CANNON.**



VOTE FOR NIALL!

A FLYER IS **NOT** A MANIFESTO

Ask yourself...

- Is it necessary?
If so...

- Is it on brand?
- Is it readable?
- Is there a key message?
- Is there a call to action?



RE-ELECT

DANNY #1 PRESIDENT

REBUILDING OUR UNION



I'm also standing for:
NUS DELEGATE

| | |
|--|---|
| 1 RESOURCING ACTIVITIES • More space for sports and societies • Increased funding in Activities Team • Incentives for members of activities • Training for media & society officers | 3 PROACTIVE SOLIDARITY • Responding to local & global crises • Increased support for refugees • International Student's rights/ PGWV • A strong, campaigning Union |
| 2 YOUR DEGREE IN PRACTICE • Connections with local organisations • Work placements and experience • Cross departmental collaboration • Spaces to practice your degree | 4 A DEMOCRATIC EDUCATION • Liberating the Curriculum • Tackling BME Attainment Gap • Students governing their education • Postgraduate engagement with the SU |

VOTING OPENS MAR 8-11 | www.dannyforpresident.co.uk

ADAM ^{FOR} LOWE — ECSA — PRESIDENT

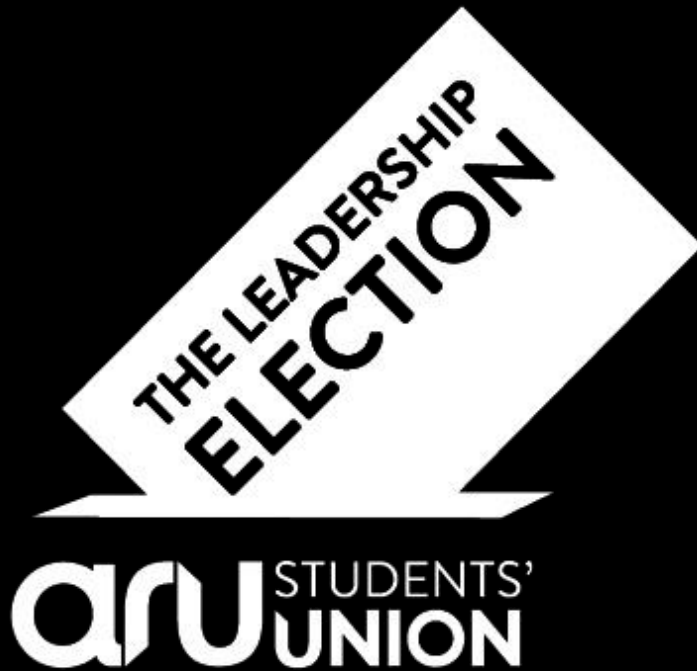
- Better student to lecturer communication.
- Better learning environments for students.
- More diversity in Edinburgh College.
- More inclusivity, clubs communities and events.



VOTING OPENS 18th to 21st of MARCH



POSTERS & FLYERS: KEY RULES



POSTERS

- Don't cover any ARU branded materials or existing signage
- Don't move or cover any materials from other candidates
- Use the White Tac you will receive in your campaigning pack
- Follow Health & Safety guidelines when putting up posters
- Take them down when polls close

FLYERS

- Be sustainable; use recycled paper & don't print excessively
- Facilities staff will likely throw away flyers left around campus



DIGITAL MEDIA



VIDEO

A good video can share your message far and wide and make you a memorable candidate.

Whether it's a music video, comedy clip or manifesto declaration these top tips will help:

- **Plan ahead with a script and list of shots and locations**
 - **Check your lighting – natural light is often the easiest to manage**
 - **Use a tripod or stabilizer to avoid the shakes**
 - **Framing is key – centred and eye level is great**
 - **Consider closed captions for accessibility**
 - **Use editing software to give a professional edge**
 - **Keep it short, engaging and confident**
-

TOOLS AND RESOURCES

Social Media:

- Facebook
- Instagram
- X
- What's App
- LinkedIn

Print Media Design:

- Canva

Video Editing:

- Canva
- OpenShot

Photo Editing:

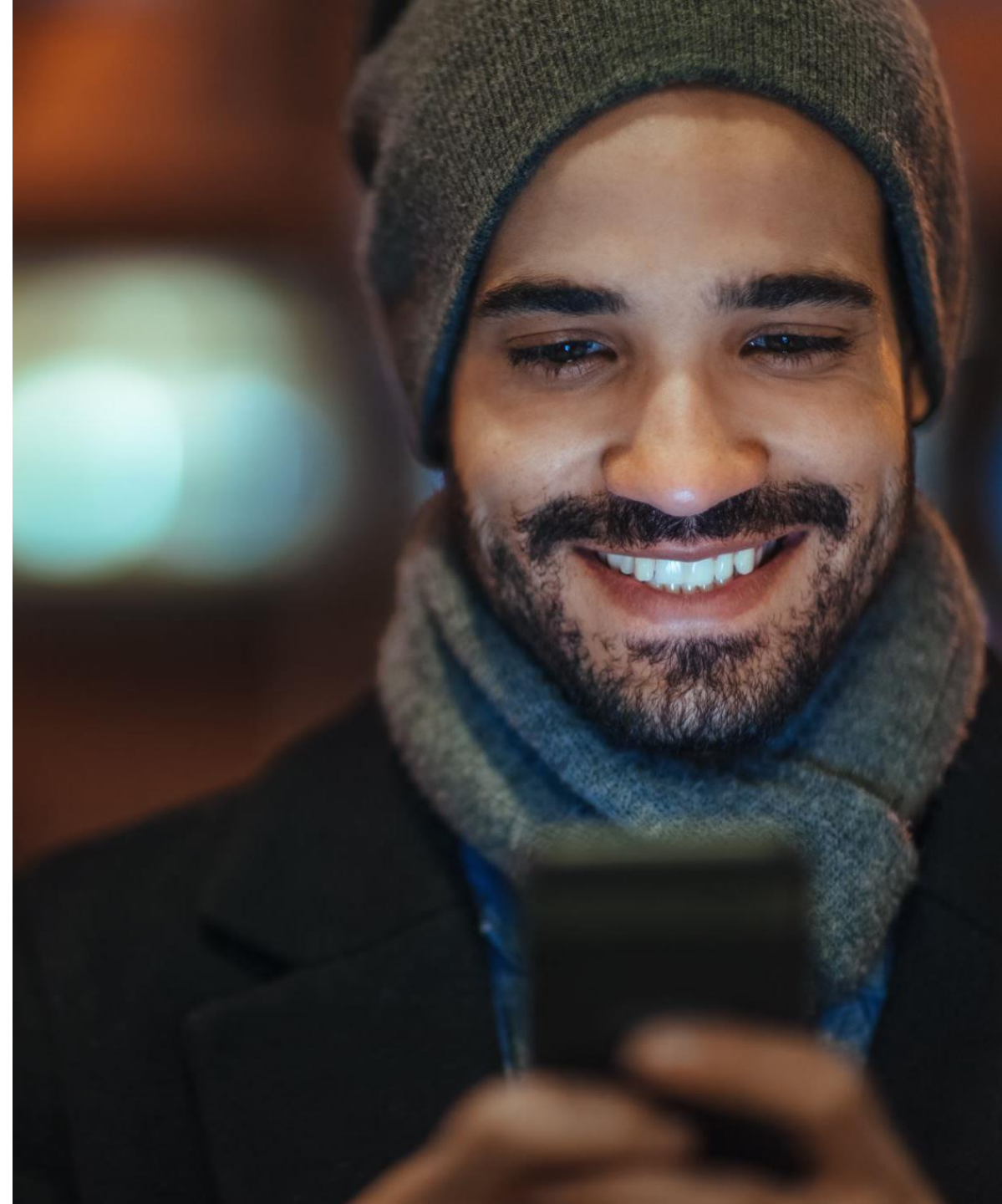
- Snapseed

Be aware of copyright – do not use music, images, video or design work that you do not have permission for.



SOCIAL MEDIA

- **Social Media can help you to reach a wider range of students, especially those who may not be on campus.**
- **It's free and easy to use**
- **There are multiple platforms**
- **It has a huge userbase**
- **You get quick feedback on your content**
- **BUT the feedback you get isn't always useful or reliable for driving your campaign**



PART 5

FINAL THOUGHTS



NOW WHAT?

To be a candidate you need to have completed:

- **Eligibility form**
- **Manifesto**
- **Photo**
- **Book and attend a 1:1**

Next, go to the candidate's hub to:

- **Book into candidate briefing, and cross campus campaigning sessions**
- **Find info, view the FAQs or submit a query**
- **Review these campaign tips and tools**
- **Find important candidate documents**

AND... ENJOY YOURSELF

