

# 'How to Stand' Election Training



# What are Volunteer Officers?

- In each of our four Zones, we have multiple Volunteer Officers who, collectively, contribute to Union's Executive Council. All Volunteer Officers gain an in-depth knowledge of the Students' Union and the University of Stirling, whilst they are supported in delivering a campaign or project to enhance the student experience relating to a specific remit.



# Equalities Zone Volunteer Officers

- We also have 4 Equalities Zone Officers:
  - Black, Asian and Minority Ethnic (BAME) Officer
  - LBGTQ+ Officer
  - Womens Officer
  - Disabilities Officer
- To run for these roles, it is a little different. These 4 roles are not elected within Spring or Autumn Election on the Students' Union Website, but instead they are elected at the Equalities Zone Meetings. To run for these roles, you must identify with the group the role represents.
- **2 Officer positions are being elected in the Autumn Elections, BAME and Disabilities.** All you need to do is come to the meeting, put yourself forward as a candidate (or nominate yourself prior to the meeting through [this form](#)), give a short speech about who you are and what you would hope to achieve, and the vote takes place there and then!



# Where can you find the Election Regulations?

- All candidates should familiarise themselves with 'Schedule Two - Elections and Referendum Regulations', the governing document which outlines the regulations surrounding the Elections.



# How can you nominate yourself?

- Nominations open at 10:00 BST on 29th August 2023, you can submit your nomination online through the **Student Union website** where you'll be asked to provide:
  - Your Manifesto\*, Candidate Photo, Slogan and Publicity
  - Download, complete and return the Officer Code of Conduct form to **natalie.hay@stir.ac.uk**.
- The deadline for you to complete your nomination is 12:00 BST on 2nd October 2023.

*\*You'll have until 17:00 BST on the 4th October 2023 to edit and finalise your manifesto.*



# What do you need to stand for a position?

- **Code of Conduct Form:** You need to complete it by reading it, signing it and sending the signed form back to [natalie.hay@stir.ac.uk](mailto:natalie.hay@stir.ac.uk).
- **Elections Portal:** Through the Student Union Election Portal, you can submit your nomination and upload your Manifesto, Slogan, Picture and your Publicity Poster.

*Note: Due to new Election Regulations, you no longer need Seconders to nominate yourself in the Student Union Elections!*



# Your Manifesto



# What is a manifesto?

- Your manifesto is a short piece of text (max. 500 words) that tells voters who you are; what you would like to achieve and why they should vote for you when voting opens.
- Your manifesto is not only to persuade students that they should vote for you, but it should demonstrate your skills and experience for the role.
- If elected, your manifesto will form the basis of what projects you will work on in the role.





# What to put in your manifesto?

- Make sure to speak to students to find out what is important to them – talk to as many people as possible about your ideas.
- Start with your social circle of friends to find out the changes they would like to see at Stirling.
- The best manifestos show that the candidate is aware and informed of the key issues facing students so why not look at previous manifestos and review Student Survey results for ideas.
- Speak to the current Officers and Union staff to see if your ideas are feasible and not already in place. ([Book a meeting here!](#))



# Your Manifesto: Top Tips

- Introduce yourself and your previous experience – what skills do you have that would make you suitable for the role?
- Set out your top priorities (3-4) that you would like to focus on if elected. Be creative but make it relevant!
- Ensure your ideas are realistic and achievable.
- Provide ideas on how you would like to solve issues facing students at Stirling.
- You only have 500 words for your manifesto so be concise and use clear language/text. You might want to use snappy titles to get people's attention quickly.
- Make sure to check grammar and spell check.
- Tell students about you, not your opponents!



# Your Publicity



# Publicity

- All printed publicity material shall be supplied by the Union. Volunteer Officers will be entitled to a total of 10 A3 sheets, and NUS Delegates of 10 A3 sheets.
- For other campaigning, you can design your online publicity to suit the channel you're sharing it on, i.e. Teams, Canvas, Twitter, Instagram, Facebook.



# Publicity Guidance

- In your publicity designs, you may wish to include the following:
  - Your name and the position you are running for.
  - The Union logo.
  - The Union website address for online voting: [stirlingstudentsunion.com/your-voice/elections](https://stirlingstudentsunion.com/your-voice/elections) or just [stirlingstudentsunion.com](https://stirlingstudentsunion.com)
  - The times of voting which are 'Between 10am on Tuesday 17th October and 5pm on Thursday 19th October 2023'.



# Publicity Guidance

- Our Marketing and Communications team have created a **Digital Resources Election Pack**. This pack has information on how to create different publicity for your campaign, the logos you can include and links to helpful websites.



# Campaigning



# Why do students vote?

- Most common reasons:
  - "I saw their publicity on the Union website"
  - "They align with my views"
  - "I read a post of theirs on social media"
  - "I read their manifesto"
  - "They spoke at a club meeting"
  - "They seem nice"
  - "A friend of mine asked me to vote for them"





# Why do students vote?

- **The art of converting many short meaningful conversations into a vote is what wins elections!**
- A key skill for a campaigner is to be able to make their campaign relevant to voters, being able to pick the right campaign point to speak about that is most applicable to the situation and also engaging those students who don't see the elections as something that is relevant to them.
- You can ask about their experiences and get them fired up to tell you about their injustice (whether that be online accessibility or concerns about accommodation) and offer them your vision from your campaign and how you will change the situation if you are elected.
- Be prepared to be persuasive and confident to gain votes.....



# Campaign Team

- You may wish to think about having a campaign team to help you during the Elections. This may be a mix of low and high commitment, from those who change their profile photo, to those who help prepare campaign materials and campaign on your behalf.
- A few things to think about:
  - What would be best to be done by you and what can be done by your team
  - What roles do you think you should have on your team?
- Remember, your campaign team are representatives of you as a candidate and must also adhere to 'Schedule Two - Elections and Referendum Regulations'. You are responsible for your campaign team in this.



# Any Questions?

Get in touch at [natalie.hay@stir.ac.uk](mailto:natalie.hay@stir.ac.uk).

