

'How to Stand' in the Spring Elections



Key Dates

- Nominations Open: 10am, Tuesday 27th August 2024
- Nominations Close: 12pm, Monday 30th September 2024
- Extended Nominations Open: 5pm, Monday 30th September 2024
- Extended Nominations Close: 5pm, Wednesday 2nd October 2024
- Candidates Briefing: 2-3pm, Friday 4th October 2024
- Final Manifesto Deadline: 9am, Monday 7th October 2024
- Candidates Announced: 10am, Tuesday 8th October 2024
- Campaigning Begins: 10am, Tuesday 8th October 2024
- Voting Opens: 10am, Tuesday 15th October 2024
- Voting Closes: 5pm, Thursday 17th October 2024
- Results Announced: 12-1pm, Friday 18th October 2024



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 3 Equalities Zone Officers for election:
 - LBGTQ+ Officer
 - Womens Officer
 - Disabilities Officer
- To run for these roles, it is a little different. These 3 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.
- All you need to do is come to the Equalities Zone meeting on the 15th of October, 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?

- You can submit your nomination online through the [Student Union website](#) where you'll be asked to provide:
 - Your candidate photo
 - Your manifesto
 - Your campaign slogan
- All candidates are required to sign the Officer Code of Conduct. You can find and agree to the Officer Code of Conduct by [completing this form](#).
- **The deadline for you to complete your nomination is 12:00 PM GMT on 30th September 2024.**



How can you nominate yourself?

- Once your nomination has been submitted and you have completed your Officer Code of Conduct form, we will be in touch to confirm your nomination via email however, you won't be a confirmed candidate in the Election until the Elections Committee confirm your position after the 30th of September.
- Following the close of nominations, you will be invited to a Candidate Briefing where the Deputy Returning Officer shall communicate all important information to you on the Election process and answer any questions. If you cannot attend this meeting, you can send a representative on your behalf.



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 and NUS Delegates will be entitled to a total 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, X, 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/elections or just stirlingstudentsunion.com.
 - The dates and times of voting which are, 'Between 10am on Tuesday 15th October and 5pm on Thursday 17th October 2024.'



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 SUElections@stir.ac.uk.

