



BIG YOUTH VOTE 2012

INFORMATION FOR CANDIDATES

There are lots of things which you need to do if you want to stand as a candidate in any election. This section gives you some information on what you need to do, and refers you to the documents you will need to complete. You will need

- A manifesto, explaining what you are going to do if you are elected
- A completed nomination paper, signed by two supporters, showing that you are entitled to be elected
- A campaign plan, so that you can communicate with the voters and persuade them to vote for you

A guide to preparing your election manifesto

Your manifesto is your official statement of what you intend to do if you are elected, and sets out the reasons why you believe people should vote for you. It should highlight why you are the best person for the job and your major election promises. We recommend that all candidates standing for election prepare a manifesto. There are lots of examples of manifestos from other youth elections. You could start with the manifestos from the other youth elections. British political parties will also have posted their old manifestos on the internet.

Points to consider when completing your manifesto

1. As an elected representative, you will be in a position to make changes within the wider youth community. You will, however, also have a limited time in which to do this. Consider what changes you could realistically make within a year, and how they will improve the experience of youth in Southwark.
2. Think about your experience, personal attributes and skills. Why should people vote for you? What sets you apart from the other candidates?
3. Try to be brief. Your manifesto should be a short statement, two or three paragraphs is enough. Too short, and there won't be enough information for voters to make a decision. Too long, and they might get bored!
4. Think about your wording carefully. The electorate may not necessarily trust 'I will listen to you', 'I want your ideas' or 'you are the most important thing'. People are likely to take more notice of statements like, 'having listened to the youth of Southwark, I think...', 'I believe...', or 'what I will do is...'
5. Try to think about your voters and what their interests are. Research your ideas and discuss them with your teachers, parents and other students.