

Congratulations on being part of the Aston Students' Union Autumn Elections 2025!

The next couple of weeks will be exciting and full of learning experiences for you.

This guide will help you navigate the next part of the elections process, offering essential information, advice, and guidance to ensure you're fully prepared for your campaign.

Please read on to find out more about what you'll need to do:

Key Dates and Guidelines

- **Official Release of Candidate Names:** Monday, 27th October at 10 AM.
 - **Important:** Do not campaign before this date, as it breaches election rules. Violating this rule could result in disqualification. A detailed explanation of the election guidelines will be provided during your training session.
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Training Sessions.

You must attend one of the following training sessions to ensure you're fully equipped for your campaign. These sessions will cover the election rules, strategies for a successful campaign, and offer an opportunity to ask questions. You will also have your photo taken for the voting page, so make sure you're ready for a picture.

- **Friday, 17th October 2025:** 1-3 PM (SU Rooms 4 & 5)
- **Monday, 20th October 2025:** 1-3 PM (SU Room 3)

Attendance is expected— not only to understand the rules but also to maximize your campaign's potential.

Manifestos

To participate in the elections, every candidate must submit a manifesto, which can be written, visual, or both. This is your chance to present your ideas, vision, and passion for the role.

- **Submission Deadline:** Thursday, 23rd October 2025 by 12 noon.
 - **Note:** If you miss this deadline, you will be withdrawn from the election.
 - **Word Limit:** 500 words if you are submitting a text manifesto (strict limit – excess will be cut off).
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Creating Your Manifesto

Your manifesto is a crucial document that convinces students to vote for you. Here's what you should include:

1. **Introduction:** Who are you? What position are you running for? Provide a brief introduction to grab attention.

2. **Why You're Running:** Share your motivation. Why are you passionate about this role?
3. **Your Vision:** What will you do if elected? Highlight key projects, policies, or changes you aim to implement.
4. **Your Experience:** Demonstrate why you're a good fit for this role. Highlight any relevant experience, previous involvement in the SU, or related skills.
5. **Slogan:** Include a catchy, memorable slogan to boost your campaign's visibility.

Tip: Keep it concise and impactful, focusing on what matters most to your voters.

How to Upload Your Manifesto

1. Head to <https://www.astonsu.com/voice/elections/autumn/>
2. You'll be taken to the nominations page where you submitted your nomination
3. You'll see an image like the one below. Click 'Stand in Election'. On the following screen, click 'Stand'. You will then be given the opportunity to type out your manifesto.



Welfare While Campaigning

During the week of campaigning, it is very important that you look after yourself. Running in the elections can be tiring and so ensuring your welfare is the best way to keep your campaign going! Here are some tips for looking after yourself.

Stay Healthy

The basic rules of staying healthy: eating well, sleeping enough, and keeping active. All three of these things are still important while running in the elections. Campaigning uses a lot of your energy, so it is important you make sure to eat your 3 meals each day. The Students' Union provides a free candidates breakfast during the week so you can start each day on your top form! This is also a great opportunity to socialise and get to know other candidates.

During the elections week you may feel like you could be doing more or campaigning for longer, but it is vital that you don't let yourself burn out. Getting a decent night's sleep after each long day will ensure you are ready to go again the next day.

Finally, it is important that you are keeping active while campaigning! During the week you will likely be doing lots of walking around talking to students which will keep you active, but it is also good to do some exercise not related to campaigning to give yourself a break! If you

make sure to do these 3 things, you should have more energy to talk to students who could vote for you.

Get Some Support

Having a good group of friends around you will help to keep morale high during the elections. Having a strong campaign team supporting your election means you can take the breaks you need without feeling guilty and means you have a group of people to talk to and support you. It also means there are more people to campaign for you!

If you do start to feel overly stressed or upset, you can always speak to staff in the SU. They will make sure you get the support you need during the elections so never be afraid to seek support.

Campaign Your Way

There are many effective ways of campaigning. From lecture shout outs to social media so make use of your strengths. The main thing to be aware of is when to stop and take a break, everyone has their limits so if you need to stop and rest, make sure you do so.

Supporting Others

Remember that other candidates are not your enemies! By the end of elections, you could have made new friends who were running against you. While ensuring your own wellbeing, if you see another candidate campaigning it doesn't hurt to check in and have a chat with them.

The Advice and Representation Centre

The ARC is always available in the SU all year round! It is a great service which is open 10:00-16:00 Monday to Friday, with drop-in hours from 10:30 am-12:30 noon.

Campaign Teams

It can be beneficial to have a small campaign team, made up of a couple of friends, to help and support you during your campaign. They can give emotional support and help you to cover more ground. If you've not done this already, start getting your team together now!

That's it for now – please get in contact if you have any questions! Email voice@union.aston.ac.uk.

Good Luck!

Running in these elections is a big step, and no matter the outcome, it's a valuable experience. Take this opportunity to grow, connect with the student community, and showcase your passion. We're excited to see what each of you brings to this election!