



# HOW TO

## Write a Campaign Statement



# HOW TO WRITE A CANDIDATE STATEMENT

Your candidate statement is your **first impression** – it's the place to introduce yourself, share what you care about, and tell students why you're the right person for the role.

It's not about writing the perfect pitch – it's about being real, relatable, and showing your passion. Whether you're bursting with ideas or just starting to shape your vision, this is your chance to speak directly to students and earn their vote.

Your statement will appear on the Guild website and on the voting platform – so it's one of the first things people will see when deciding who to vote for. **Make it count.**

## WHAT TO INCLUDE

### #1 Who you are

Keep it short and friendly. Share your name, what you study, and anything you'd like students to know about you – from your interests to the communities you're part of.

### #2 Why you're standing

What made you want to run? Is there a change you want to make, an issue you care about, or a group you want to represent? Let students know what's driving you.

### #3 What you'll bring to the role

Think about the skills, experience or perspective you have. You don't need to be an expert – just be honest about what you've done, what you've learned, and how you'd use that in the role.

### #4 What you want to change or improve

Be specific if you can – whether it's improving study spaces, pushing for fairer housing, supporting societies or tackling hidden course costs, give people a clear idea of what you'd lobby the University on.

### #5 What you care about

End with a personal note – what motivates you, what matters to you, and what kind of community or culture you want to help build at Exeter.

## TOP TIPS

Not all students will use the same channels or respond in the same ways. Make sure to mix it up to have the best reach. Some creative inspiration:

- Be clear and to the point, plain language works best
- Speak in your own voice, write like you're talking to other students
- Keep it positive, focus on what you want to do, not what others haven't
- Stick to the word count, this keeps it fair for everyone.

If you're not sure where to start, try chatting with a friend about why you're running – then jot down what you said. That passion and honesty is exactly what makes a great candidate statement.

*Good luck with your campaign!*