

## **What makes a good application?**

### **Introduction**

Hi! If you wanted to learn more about your elections application, why it's important and how you can make some improvements, hopefully this document will be the help you need.

The application is how you as a candidate in the elections will show voters your experience, your vision, aims as an officer, and also to show them a bit about you as a person. It's important as this is the bit the voters will see and use to decide who they want to vote for and is essentially your sales pitch to show students at Hallam what makes you different from the other candidates and why they should vote for you. The application is short, sweet and simple and will fit on 1 page making sure that all candidates going for any given role will be asked the same questions. A big reason why applications are useful is it shows the voters who would be best in the role and removes some of the advantage for popularity. An engaging and well written application is the key to a winning election campaign.

### **What will I be asked?**

Some roles will have slightly different questions, but you may get asked questions like the following:

In no more than 100 words, explain why you want to be elected for this position.

In no more than 100 words, explain what your priorities in the role would be.

In no more than 100 words, explain what skills and experience you have that would make you a good choice.

### **What should I include?**

It is important that for the questions above to include things like:

- The skills you have
- Previous experiences as a rep, society member, previous campaigning, previous work experience, or your experiences as a student at Hallam
- What problems have you experienced and what changes can be made?
- About you and your values
- What you want to achieve
- Reflect what is important to students

### **DOs & DON'Ts**

Do – Your research! You can speak to Union staff, reps, societies, sports teams and other fellow students. There are also many other Students' Unions across the country which could give you ideas of things to do at Hallam.

Do – Proofread your application!

Do – Be ambitious, creative and personable.

Don't – Be negative or offensive to anyone, including other candidates.

Don't – Write a long list of things to do. Students want to get a sense of who you are, your values and experience.

### **Upload a good photo!**

Having a good photo can help students put a face to your name. We also see that students rarely vote for a candidate that has no photo. Photo-less candidates may appear less passionate or harder to trust.

### **Have a catchy Slogan!**

Previous candidates have engaged voters with catchy slogans that encapsulate what they're about in less than 10 words. Some include rhymes and some make a pun out of their name; for example, a candidate named John Wright might use "John is the Wright Vote!".

### **But how!?**

Click through to the elections area of the Hallam SU website, select the role you want to apply for, and fill out the information as it asks you. If you get any problems, don't be afraid to reach out to us!