



Drafting Your Election Address

Guidance Note for UK Council Seat Candidates

This note provides some points to think about when drafting your election address. Your election address helps you communicate your unique message to SoR members and showcases your talents, skills and experience. It is an important component of successfully running for a leadership position. Don't forget to read the UK Council Member Role Description before starting.

Introduce yourself to members

- What has prepared you to be on UK Council?
- Why do you feel so passionately about holding office?

Set out how you are uniquely positioned to fulfil the role

- What skills and experience do you have that make you the best person for the role?
- How will you contribute to the long-term success of the organisation?
- Let voters know if you are a specialist in any areas of the SoR's trade union or policy work, or professional work.

Describe the steps you will take to be an involved and dedicated UK Council member

- How will you demonstrate your commitment to the role and its values if elected, for example around diversity, equity, inclusion and belonging?
- This may include willingness to serve on committees or advisory groups, and to get involved in issues outside of meetings.

Other things to think about

- Adding a brief closing summary of your key messages to voters.
- Using sub-headings to divide your address into sections and make it easier to read.
- Using simple, clear, concise language.

Instructions – Important!

- The **word limit is 500 words**, including sub-headings. If you go beyond the limit, your address will be cut at 500 words and followed by 'address cut at word limit'.

- You may use bullet points and numbering to make separate points and these will not be counted as words.
- Links to social media, or websites, or references to other named individuals may not be included.
- The SoR reserves the right to not publish any election address that is considered to have libellous or offensive content. This will be a decision for the Returning Officer.

Questions?

- If you would like to speak about the role with our SoR President, Tom Welton please feel free to email Tom directly President@sor.org
- If you have any general questions about your election address you can contact Governance Manager Zoe Willenbrock zoew@sor.org. Kindly note that we will not be able to assist with, or comment on content.