

A POLITICAL GUIDEBOOK FOR PEI

 **ORGANIZE**
to
LEAD

SECOND EDITION

PRINCE
EDWARD
ISLAND

COALITION
FOR WOMEN IN
GOVERNMENT

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The PEI Coalition for Women in Government is established on Mi'kma'ki, which is the ancestral and unceded territory of the Mi'kmaq people. We convey our respect to all Indigenous peoples living in this region, to the knowledge keepers, and to their brave and resilient leaders, past and present.

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Here are the acknowledgements from the first edition of the guidebook. We are still grateful today for all these contributions which remain extremely relevant:

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Foreword

The PEI Coalition for Women in Government has prepared this guidebook to help women in Prince Edward Island who are interested in politics. We hope that:

- It encourages you to be active as a community leader, or as a candidate for the municipal, provincial or federal government;
- It gives you suggestions and ideas to start, or further your electoral campaign;
- It inspires you to pursue your interests and ideas for your community;
- It provides you with some tools to effect change you would like to see;
- It empowers more women on Prince Edward Island to pursue public service;
- It allows you to see your strengths as they are, without self-doubt.

In preparing this guidebook, we remain cognizant of the fact that gender cannot be described as a binary. While this document uses the word “women” for brevity, it is geared towards all those identifying as women, be they cis or trans, as well as all genders that are marginalized and underrepresented in elected positions.

We encourage you to visit our website at peiwomeningovernment.ca for statistical information, resources and research on the political participation of women on Prince Edward Island and in Canada.

Table of Contents

Introduction	6
Strength Assessment	7
Self-Assessment Exercise	8
Increasing your Personal Strengths	10
Making the Plunge	11
Mini Personal Checklist	13
Set Your Agenda	14
Learning the Landscape	16
Jurisdiction and Duties	17
Test Your Knowledge	20
Qualifying as a Candidate	23
Non-Political Leadership	24
Partisan Politics	25
Securing a Nomination	26
Putting Your Team Together	27
Volunteers	30
Running a Campaign	31
Communications	33
Online Presence Check	37
Communications Strategy	38
Campaign Finances	39
Estimate Your Campaign Budget	41
Fundraising	42
Campaign Readiness Checklist	44
Election Day	45
Post-Campaign Self-Check	46
All The Best	47
Appendix A: Contact Information	
Appendix B: Sample Campaign Timeline	
Appendix C: Sample Materials	
Appendix D: Other Resources	
Appendix E: Women's Political Chronology	

Introduction

“For me, a better democracy is a democracy where women do not only have the right to vote and to elect but to be elected.”

-Michele Bachelet, UN High Commissioner for Human Rights, former Executive Director of UN Women, former President of Chile

Women on Prince Edward Island are capable, smart, and leaders every day in every possible way. From sitting on corporate boards and launching entrepreneurial ventures, to community organizing and influencing policy, women have contributed to innumerable initiatives that better our island.

Looking at elected office, Prince Edward Island was the first province in Canada to elect a woman premier, Catherine Callbeck in 1993. That same year women held five of the top leadership positions in the Legislative Assembly of PEI, later becoming known as the “PEI Famous Five.” Despite these accomplishments, women today remain significantly underrepresented at all levels of government in PEI. At the current pace of change, it would take over 100 years to reach gender balance in the Legislative Assembly of PEI.

We know that the underrepresentation of women in elected office is a complex issue, stemming from both individual and systemic barriers. The PEI Coalition for Women in Government further recognizes the importance of considering intersectional identities which compound these barriers, such as being racialized, Indigenous, newcomers to PEI or Canada, older adults, younger adults, 2SLGBTQ+, living with a disability, and/or having low income. Thus, we understand that no two women face the same specific inequities in politics, and that experiences can widely vary from individual to individual.

That being said, a critical mass of women in decision-making positions is essential to paving the way for meaningful and sustainable change. This critical mass has been identified by the United Nations as one-third of seats at the decision-making table being occupied by women. The only level of government on PEI nearing this percentage is the municipal one, and this is still inconsistent from election to election, and between municipalities.

The goal of this guide is to provide women with practical tools for pursuing leadership. By this, we mean the municipal, provincial, and federal governments, but also agencies, boards, and commissions, school boards, band councils, and community leadership.

To end this introduction, we would like to emphasise that you have more to offer as a leader and a representative than you know. We can all make valuable contributions to our communities, and we hope that this guidebook helps you in channelling your potential to serve you, and those around you well.

Strength Assessment

The decision to enter public life is a highly personal one. It is impacted by your personal circumstances, and will in turn impact your personal circumstances. When making this decision, it is important to consider the various aspects of your personal life that will be affected: your current job, your family, and your finances are some of these. Other considerations to help you make your decision would be the support you have now from your family, friends, community and, if applicable, the political party you wish to represent. Then, reflect on your interest, ability and commitment to contribute to public life.

This is a commitment only you can make, and only when you are ready to make it.

That being said, women tend to underestimate or dismiss their skills and experiences, especially if they differ from those typically exhibited by male politicians. This social conditioning may be difficult to overcome at first, which is why it is important for you to objectively assess your strengths before you get started.

We recommend that this assessment of your strengths be conducted with somebody you trust: an objective friend, a confidante or mentor. Current and former politicians, especially women leaders, can also provide you with excellent advice and direction. Reaching out to them can help you with a different perspective coupled with institutional knowledge. In fact, mentorship often crosses political lines, with women politicians being likely to share their experience with other political women regardless of party persuasion.

On the next page is a self-appraisal exercise which will help you assess your strengths. Adapt it as needed to fit the type of political involvement you are considering and your personal situation. Ask your social circle for their ideas. Once you have completed the exercise, share the results with somebody who knows you well and can be objective to ensure that you have not overlooked experience, skill and competencies that you already possess.

While filling out the exercise, it is helpful to keep your “why” in mind. Having a good understanding of your motivation to pursue politics can help you provide context to your strengths, and allow you to think deeper about how to pursue the change you wish to effect.

Self-Assessment Exercise

Assess yourself on a scale of 1 to 5, with 1 signifying an area that needs improvement, 3 meaning you do not have a strong opinion on that skill, and 5 signifying an area of personal strength.

Personal Values 1 2 3 4 5

Are you passionate about making a positive difference in the lives of your neighbours? Do you believe that the position you want to run for can make positive change? Are there issues you care deeply or have specific knowledge about? Are you part of a group or segment of society that is particularly underrepresented in decision-making? Do your values fit well with those of a political party?

Patience Level 1 2 3 4 5

Reporters and constituents may ask you inappropriate questions. You may be asked the same question many times. Can you remain calm when dealing with people whom you find frustrating or annoying?

Leadership 1 2 3 4 5

Do you like working with people? Do people trust you and confide in you? Are you able to listen empathetically to someone else's problems or concerns? Are you able to delegate responsibility effectively? Are you able to openly demonstrate your appreciation for the hard work and loyalty of your supporters? Do you have access to individuals and groups who would work for your campaign?

Political Know-How 1 2 3 4 5

Do you know how government works? Do you have adequate knowledge of difference issues? Do you know where you stand on them? If you are involved in party politics, do you know the stance of your party? Do you know how to engage in the political world, such as when to say what, how much to say, and to whom? Do you know what resources are available to help you become more informed?

Experience 1 2 3 4 5

Have you served on any agencies, boards, or commissions? Have you served on volunteer committees in your community? If you are involved in partisan politics, were you active in the party before seeking the nomination? Have you ever been actively involved in working for another candidate's campaign? Have you ever been involved in student politics?

Stress Management 1 2 3 4 5

Can you set priorities and follow them? Can you deal with the highs and lows during your campaign fairly calmly? How well can you handle competing demands for your time? Can you do different tasks at once, or are you easily overwhelmed by disorganisation and confusion? Will you be able to keep your campaign running smoothly amid unforeseen challenges?

Stamina and Endurance 1 2 3 4 5

Are you able to work long hours under stressful conditions? Are you able to travel well and schedule your activities so you don't burn out? Are you able to stop and say no before you become completely exhausted? Do you have the physical stamina for door-to-door canvassing during elections campaigns or a plan to cope with and accommodate differences of ability you might face?

Public Speaking 1 2 3 4 5

Can you speak easily and comfortably in front of diverse groups and to the media? Are you articulate? Are you able to communicate potentially complex ideas in a way that everyone can understand? Are you fluent in any additional languages? Does it take you a long time to practice a speech before you feel comfortable, or do you need only to read it once or twice to ensure you remember the salient points? Are you able to handle unanticipated questions effectively? If you make a mistake while answering a question, are you able to improvise?

Impact on Personal Life 1 2 3 4 5

Does your family support the idea of your getting involved in politics? Can you modify or take a leave from your work and volunteer commitments? Do you have trusted people who can take over your family commitments during the campaign? Do you have a network of friends you can trust and who can provide moral support? Could you, when necessary, put the needs of your constituents ahead of your own, especially with regards to your time?

Increasing Your Personal Strengths

After filling out the self-appraisal exercise, make a plan to ready yourself for future opportunities by addressing the areas you perceive as needing work.

1. What do you perceive as an area that requires work for you to run for an elected position?

2. What can you do in the short-term (under 6 months) to increase your strength in this area?

3. What can you do in the long-term (over 6 months) to increase your strength in this area?

4. How will you measure your success in building this strength?

5. Who can support you while you work towards increasing this strength by brainstorming ideas, providing motivation, keeping you accountable, and celebrating your victories?

Making the Plunge

Once campaigning, men and women perform equally well in connecting with voters, answering questions, and gaining support at the polling station. However, one of the biggest barriers for women running provincially is getting their name on a ballot. Party nomination processes can present barriers that disadvantage women candidates, impacting their confidence and comfort.

Research shows that women are less likely to perceive a “fair political environment” which makes them less likely to pursue political involvement. It is important to remember here that the public-facing side of politics, such as debates during Question Period and heckling, while seeming combative, only represents a fraction of the work that is conducted by elected officials.

The political arena is much wider than what is portrayed. We must remember that important responsibilities of elected officials include connecting with their constituency, listening to the concerns and issues of those around them and working to resolve them, championing specific causes and working to ensure there is legislation to support these.

The risk posed by the public facing aggression in politics is that it can not only dissuade potential candidates, but may also influence voters’ perspectives on what makes a good candidate. This may make women candidates appear less credible or capable to some.

This social perception of politics, and the existing political culture, is best changed from within. Women must stand for office — and get elected in representative numbers — if we want to influence our governments and mentor change within systems, institutions, and culture.

The biggest hurdle to women getting involved in politics? Making the decision to run.

If you are here, that means that you are thinking about making this important decision. Congratulations! This is a huge milestone in itself. To help you decide, here are some factors to consider:

Conflicts of Interest

Inform yourself thoroughly about, and follow, the rules of disclosure under conflict of interest guidelines. These can require you to list your assets and sources of income, as well as other relevant information depending on the level of government you are looking to be involved in.

Impact on Personal Life

Your decision to run will impact not only you, but also your family and close social circle. Consider:

- What sacrifices will you face to make during the campaign period and after your election?
- Do you have time to commit to canvassing and events?
- Can you afford to take time off work?
- How will this impact your career?
- How will you talk to your family and friends about the impact politics may have on your lives?
- If you have children, how will you explain to them what to expect?

Finances

Personal gain is very rarely a motivating factor to political involvement. Most people get involved to contribute to their community. In fact, compensation for municipal, provincial and federal office may be far below remuneration for positions with similar responsibilities in the private and public sector when considering hours of work, travel and other factors. Before considering a political career, make sure you are investigating compensation by checking with the appropriate office.

What can you offer?

What are some gaps in your community? Does it need more senior centres, parks or schools? Do you have concerns about healthcare, housing, violence against women, education, the environment or health? Do you have ideas on how to address these concerns?

Most people have definite, but broad, ideas on how things should be done and what governments should do. Becoming a candidate requires you to refine your ideas and form an agenda. If partisan politics are applicable to your situation, which party's political platform best aligns with your thinking and priorities? What would you like to maintain? What would you like to change?

What do you know?

As a candidate, you will be expected to be knowledgeable about a wide spectrum of issues. The public will judge you based on your awareness of and responses to issues affecting your community.

What do you stand for?

It will be important to remain focused on the three or four issues that you care deeply about to make you memorable to your voters as their top candidate. Usually, these issues will comprise your platform and will set you apart from your opponents. Ensure your issues are consistent and compatible with your agenda — and the agenda of the political party you represent if you are running in partisan politics.

How will you make yourself known?

Voters will support the candidate who most consistently and clearly articulates their own views and who can sustain confidence from voters. Take every opportunity to repeat your views on the issues and, when all else fails, repeat them again. Allow your voters to get to know you and what you stand for.

What are you hoping to achieve?

While the end goal to running in an election is a seat, there are several other goals you can achieve even if not elected. You can act as a role model to others in your community, especially if you are from an underrepresented group, you can raise awareness about certain issues, you can inspire others to advocate for what they care about.

If you are running in a riding viewed as “unwinnable” or difficult, especially if running against an incumbent, do not let this discourage you. There is no perfect time to run, but there is a right time for you.

Mini Personal Checklist

- I have reviewed conflict of interest guidelines
- I have considered how running for elected will affect my family and personal life
- I have spent some quiet time with family and friends
- I have taken care of my health care and legal needs (such as custody of children, medications, etc.)
- I have a plan in place for childcare or eldercare
- I have arranged for someone to watch my pets and home when I am away
- I have arranged for payments of monthly bills during the campaign
- I know why I am running and how I want to make a difference
- I am aware of issues of importance in my community
- I have started working on my physical fitness for campaigning and broken in any equipment I will need (such as a good pair of shoes, a reliable wheelchair, well-adjusted hearing aids, etc.)
- I am prepared for negative campaign tactics (such as vandalism, lies, dirty laundry, social media slurs, rumours, etc.)
- I have a plan for self-care when things get tough
- I have a strong support system in place
- I am ready!

Set Your Agenda

Your agenda is your unique motivation to pursue a political career, or your “why”. This exercise will help you formulate your agenda and promote it to voters and supporters alike. For this exercise, we suggest you briefly set aside your humility and think about your qualifications in the best light. Building your credibility is key to gaining the confidence of voters.

1.What social change do you want to see?

2.What have you done to improve the lives of the people in your community?

3.What are some issues that you have tackled or provided expertise to?

4.What are some accomplishments you are proud of?

5.What is the greatest goal you would like to accomplish?

6.What do you think your community needs?

7.What are the issues that matter to you? What are representatives in your area doing to address these?

8.What would you do to address these issues?

9.What are some of your shortcomings? How do you overcome them now? How will you overcome them if elected?

10.What is one thing you want your potential voters to know about you?

Learning the Landscape

You may already know the broad strokes of several areas, but probably not everything about all the issues you will be required to respond to. While you may not be able to anticipate every question, you can become aware of the issues important to your community before and during the campaign.

Monitor print and digital media

Follow local news outlets, such as your local community, provincial, and national newspapers, and major news broadcasts. This includes following websites and social media for breaking news. Whatever level of elected office you choose, keep informed and current on issues nationally, provincially, and in your local community. You never know what issue may become relevant to voters in your area. Scan the headlines, collect relevant articles, and make sure a member of your team is tracking how current issues affect the local community and electorate. It may also be beneficial to track your electoral opponents, particularly what they say on public record through various media outlets and their social media accounts.

Seek out a mentor

Having a mentor and expanding “spheres of influence” become crucial to raising your awareness of issues. Spheres of influence are people within the community with a level of knowledge or expertise that you can identify and learn from. They can educate you on a particular issue so that you can define your own position and build your position into your platform or influence the platform and policy statements in your political party.

Engage with your community

As you make your way through the campaign trail, engaging with different communities and stakeholders on an issue is an excellent way to both increase your knowledge and broaden your network in the community.

Public meetings are also a critical source for information. If you can't attend them all, send a representative and gather all relevant materials, reports, briefs, and presentations. Take notes for future reference. Again, go to the “spheres of influence” in the community who have rallied around a particular issue and learn first-hand about their concerns and ideas. You will gain not only awareness of the issue, but also the trust of those who see you responding to their concerns by attending their meetings and listening to their viewpoint. Remember that the moment you have declared as the candidate, you are campaigning wherever you go, all of the time.

Do your research

The Internet is a useful resource for gathering information, as is your local library. Appendix D lists websites that can offer further information. Keep up with minutes from council meetings or the Hansard to know what issues are being discussed in municipal councils and the Legislative Assembly of PEI. If you are involved in partisan politics, your caucus offices and party websites and contacts are also primary sources of information for developing your platform further.

A recommended approach is to gather information from all sides of an issue, including where your opponents stand. This will give you an edge whenever you speak to the media, talk with your constituents, or craft a response to other candidates.

Jurisdiction and Duties

Understand jurisdictional responsibilities

One thing you must get clear early on in your political journey is jurisdictional responsibilities. For example, education is a provincial issue, while defence spending and foreign affairs are federal. Remember, though, that voters may not know jurisdictional boundaries. You need to be prepared to answer even if it means referring them to the correct elected representative or to a website or organisation.

The level of politics you choose to enter will have to do with your interests and the public policy areas you want to influence. Reflect on the priority issues you've identified to determine what level of government has jurisdiction over the areas you are most excited about.

Political involvement at the municipal level usually, although not always, requires less of your time and little requirement to travel outside your area. It usually provides some remuneration for councillors for attending meetings, or a yearly honorarium. Some municipalities offer a salary to councillors and mayor.

Provincial-level political involvement requires Members of the Legislative Assembly (MLAs) to be in Charlottetown during the times the Legislature is sitting, or to follow along the proceedings virtually. There is usually a fall and a spring session. This may mean driving to and from Charlottetown while the Legislature is sitting or having alternative living arrangements if driving is not an option. MLAs from the most distant districts from the capital region have sometimes rented apartments in the city.

At the federal level, Members of Parliament (MPs) spend part of the year in Ottawa, usually Mondays through Thursdays when Parliament is sitting. You would need to maintain two residences and two offices, one in Ottawa and one in your riding.

Municipal

Municipalities have delegated jurisdiction (although not exclusively) through the Municipal Government Act, over issues such as fire services and emergency response, land use, housing, public transit, street maintenance, community facilities, and tourism. The sharing of responsibilities between the Province and municipal governments is blurred to some degree. The Province of Prince Edward Island's Municipal Affairs Branch is responsible for the laws under which municipalities operate.

Municipalities are also involved in promoting their cities, towns, and rural communities as locations for economic development, including local tourism, and encouraging the establishment of cultural and recreational programs. Municipal councils can contribute to social programs, policing, family violence prevention, and coordination of public health initiatives — this is more common with the largest municipalities.

Partisan politics is not usually a factor in municipal politics in PEI. The governing bodies are generally small, involving a mayor and up to ten councillors, depending on the size of the municipality.

The main duty of municipal councillors is to attend council and committee meetings. Decisions for the municipality are made at council meetings. The frequency of council meetings will depend on the number of services the municipality offers. Some councils meet bi-weekly, monthly, or as infrequently as six times a year, with additional meetings of committees. Each council will determine, through a bylaw, whether or not council members receive any remuneration or salary. In some cases, council members may be compensated based on their attendance at meetings or by salary; in others, they may not receive any payment at all. Mayors are responsible for presiding over council meetings and acting as spokespersons for the council. Honoraria or salaries for mayors also vary from municipality to municipality.

Councillors also act as advocates for their constituents and communities, answering their questions and addressing their needs with regard to municipal-related services. However, regardless of whether they are elected at large or at a ward level, they have a duty to make decisions for the good of the municipality as a whole.

Provincial

The provincial government has jurisdiction over areas such as education, health care, housing, infrastructure renewal, resource management, energy, environment, labour, economic development, tourism, social services, status of women, culture, and human rights.

Duties of Members of the Legislative Assembly (MLAs) vary considerably depending on whether their political party forms the Government, the Official Opposition, the Third Party, or if they sit as an independent. If the MLA is part of the governing party, their responsibilities also increase if they are given a Cabinet portfolio, which gives them the responsibility to govern and make decisions on provincial departments. MLAs in the Official Opposition and Third Party often carry critic responsibilities that shadow the Cabinet portfolios and hold the Ministers to account in the Legislature. For independent members, responsibilities may include attending committee meetings.

Spending time in the visitors' gallery when the Legislature is sitting can be an effective way of learning the role each member plays. Province House sits between Grafton and Richmond Street. The building bifurcates Great George Street from north to south. (At the time of publishing, Province House is in the midst of renovations, and the Legislature is currently sitting next door in the Honourable George Coles Building.) Identification is required to obtain a visitor's pass to enter the Legislature. The proceedings of the House are aired on local cable television channels and are streamed live online, both on Facebook (Legislative Assembly of Prince Edward Island), and at <http://www.assembly.pe.ca/video/video.php>.

MLAs also must act as advocates for the needs of their constituents and community. This is often done through each MLA's office, also located at the Coles Building.

Federal

The federal government has jurisdiction over foreign affairs, national defence, Indigenous affairs, regional development, status of women, energy, environment, fiscal and monetary policy, justice, public safety (including criminal law), immigration, and the administration of pensions and social security, employment insurance, and federal transfers to the provinces.

Members of Parliament attend the House of Commons when the House is sitting, where they debate and develop legislation to govern matters of federal jurisdiction. With the House being in Ottawa, most MPs have a residence there and travel to and from their constituency according to the schedule of Parliament.

Similar to those of MLAs, duties of MPs vary depending on whether their political party forms the Government, the Official Opposition, or the Third Party. If the MP is part of the governing party, their responsibilities also increase if they are given a Cabinet portfolio, which gives them the responsibility to govern and make decisions on federal departments. They may also carry other responsibilities such as acting as Parliamentary Secretaries to Cabinet Ministers. MPs not part of the government often carry critic responsibilities that shadow the Cabinet portfolios and hold ministers to account at the House. They may also be responsible for attending committee meetings.

Likewise, MPs also act as advocates for the needs of their constituents and communities. This is often done through each MP's Constituency Office.

Inter-Jurisdictional Issues

Be aware that some areas — such as education, housing, social services, economic development, health care, and immigration — involve all levels of government. Be sure you are knowledgeable on the interconnectedness of policy, programming, and funding in these areas at the three levels, as this can become very confusing. It is important to know who has the legislative and financial jurisdiction over what issues.

Oftentimes, these inter-jurisdictional areas frustrate constituents who simply want answers to their concerns, whatever level of government you represent. For this reason, it is important to develop positive relationships with colleagues at all levels of government so that you can easily make referrals and can potentially resolve issues more easily.

Test Your Knowledge

Consider that you are running for elected office and are canvassing door-to-door. Below are six examples of questions that you might run into while campaigning. Read each one carefully and choose the level of government that would best address each issue and what your answer would be. Possible answers are on the page after the exercise.

1. My neighbour extended her fence last year onto my property. I don't want it there. I've asked her several times to go over the property plans with me, so I can show her, but she refuses to discuss it or even look at my proof. I called Charlottetown City Police a few months back, but they said they couldn't do anything about it. What can you do to help me?

Municipal

Provincial

Federal

What would you say?

2. When my partner and I divorced six years ago, the judge said my ex would have to pay child support every month. He has not been doing that, and I don't even know where he lives now. What can I do?

Municipal

Provincial

Federal

What would you say?

3. I became a Canadian citizen this year! My partner and I are settling in to life in Canada, but my dad is really sick, so I'd like to bring my parents to live with us. Can you help me do that?

Municipal

Provincial

Federal

What would you say?

4.The last two times I visited the Eastlink Centre I had to leave because I couldn't find accessible parking spaces. People are parking there without displaying a designated parking permit. They deserve a ticket!

Municipal

Provincial

Federal

What would you say?

5.Canada Revenue Agency owes me money. They keep asking for all kinds of papers and receipts I never kept, and now they're saying I owe them! It's not fair!

Municipal

Provincial

Federal

What would you say?

6.My children's bus ride is too long. We only live 30 minutes from the school, but they're travelling more than an hour to school each way. It's not right!

Municipal

Provincial

Federal

What would you say?

Possible Answers

1.Municipal: I'm sorry to hear about that. Have you contacted the City about what they can do to help enforce your property line and see what they suggest should be the next steps to getting your property back? If you want, I could get a contact number with someone from the City that deals with zoning.

2.Provincial: We have a Maintenance Enforcement Program in PEI that helps children and families by monitoring, enforcing, and collecting child support payments. Residents of PEI can register with the program if they have a court order or agreement for support by completing a registration package. If you want, I can get back to you with the number or website.

3.Federal: Congratulations on receiving your Canadian citizenship. I'm happy to hear you are settling into your new home and I hope that your dad gets better. Have you been in touch with the immigration office? If you can't get an answer the next best person to contact would be your MP. Here is their number _____.

4.Municipal: I agree, accessible parking spaces should be maintained for people with disabilities. It's not fair that people are abusing access to these spots. I'm happy to share your concerns with the City to see how we can ensure accessible parking spaces are reserved for people with designated parking passes.

5.Federal: Wow, that's too bad. Sometimes it's hard to keep track of that stuff. Do you have an accountant or bookkeeper? Sometimes it's best when your information and the federal government's information don't match to get help from a professional. You have to do it pretty quickly because they will start charging interest if you owe them money. If you want to speak to someone who could explain things better, you could try Service Canada.

6.Provincial: Yes, that is a long commute for small children. Have you contacted the Public Schools Branch to see why the commute is so long? If you can't get an answer, the next best person to contact would be your MLA, here is their number _____.

Remember: Most people do not expect you to resolve their issues instantaneously. They will however expect you to listen with empathy, be informed, and provide them with some guidance.

Qualifying as a Candidate

The following table summarises the eligibility requirements for candidates at the three levels of office. Please check the appropriate election act and amendments to ensure that the information is current at the time you are running.

	Municipal	Provincial	Federal
Minimum age on polling day	18	18 ¹	18
Citizenship	Canadian	Canadian	Canadian
Residency	6 months in Municipality ²	Within any district on PEI, see act	Anywhere in Canada, see act
Other requirements	Depends, see act	Yes, see act	Yes, see act
Deposit/Nomination Fee	Varies	\$200	None
Number of Nomination signatures	5-10 qualified electors	At least 25 qualified voters	100, see act for exceptions
Appointment of official agent	Not required	Required	Required
Statement of party affiliation and confirmation	None	Required unless independent	Required unless independent
Nomination Day	Third Friday before election day	Friday, 17 days before election day	Monday, 21 days before election day
Usual Polling Day	First Monday in November	First Monday in October	Monday
Campaign Period	Approximately 8 weeks	26 to 32 days	36 to 50 days
Usual time between elections	4 years	4 years	4 years
Limits to campaign spending	Varies to a maximum of \$10,000 for councillor and \$50,000 for mayor	See PEI Election Expenses Act	Varies by district and election ³

¹ 18 on nomination day

² If the Municipality includes a ward system, candidates are not required to live in the ward to run there. However, those nominating the candidate must be eligible voters within the ward.

³ See Elections Canada website for limits for each election

Non-Political Leadership

Maybe you're not quite ready to make the plunge to a political career, or maybe you are not eligible to run, or maybe yet you are unable to dedicate time and effort to seek an elected position at any level of government. This does not mean that there are no ways for you to be a leader in and for your community. Here are some alternatives for you:

Community Organisations

Community organisations, usually non-profit organisations or charities, do significant work in advocating for policy changes and providing services and programs to different groups. If you know what issues you are passionate about, you can seek out organisations already working on this on PEI. These organisations are always on the search for new members for their Board of Directors, participants for their programs, members for their various committees, or volunteers to help them with their programs.

Joining a community organisation is an excellent way to deepen your understanding of specific issues while also effecting change at the grassroots level for what you care about. These organisations also tend to open doors to other organisations, and before you know it, you'll be connected to a network of people all working to improve the lives of those around them.

If there is no existing organisation that works on the issues you care about yet, start your own. All you need is a few like-minded people who would be willing to work with you in whichever capacity you decide. This could be as simple as gathering folks together to collect donations for a specific purpose, or gathering public interest for your cause of choice through petitions and simple low-cost campaigns.

Governmental Committees

There are several ways in which you can directly provide input into public policy to governments without being an elected official.

At the municipal level, there are several committees, task forces and advisory groups that serve to provide input around particular issues. Reach out to your municipality to see whether they have openings on their committees that you could be involved in. These openings may also be advertised on municipal websites.

At the provincial level there are numerous agencies, boards, and commissions (ABCs) that are open to the public. Applications are accepted year-round by Engage PEI for consideration and upcoming vacancies are posted online. Visit the Engage PEI website for updated information on upcoming vacancies and a list of ABCs: princeedwardisland.ca/en/information/executive-council-office/engage-peii.

The federal government also has a number of boards and agencies that require the participation of citizens with expertise in a variety of areas called Government in Council Appointments. Participation at the federal level may require travel to Ottawa or other areas of the country depending on the nature of the work of the board or agency. For more information on the various opportunities available with the Federal government, visit: <https://www.canada.ca/en/government/system/government-appointments.html>

Partisan Politics

If you are considering political participation in either provincial or federal elections, you probably have a sense of which political party most fits your own views on the role and approach of government on various issues. Your past voting decisions were probably made by assessing both the candidates and the parties they represented. If you don't know each party platform, you may check out each party's websites, or call party or caucus offices and ask for their literature. (See Appendix A for contact info.)

Political parties welcome member volunteers in a variety of roles, during elections and not. You can learn more about what is available by contacting either the party offices or, if the party has elected members, the caucus offices. You can also reach out to riding associations, especially the one in your community.

Volunteering is one of the best ways to become familiar with the party structure, platform, and various components of a campaign. Each party conducts its own election-readiness workshops. There are also many opportunities to be a part of your riding association's executive committee, and even be a member of the nomination committee to give you insights into the process before you decide to put your name forward. You might also be able to provide input into the party platform while being a volunteer, which allows you to shape legislation without running yourself.

Some political parties maintain active women's organisations that support women members and encourage other women who may be interested in politics. Some parties have women's organisations or committees that provide funding and other support to women entering politics at the provincial and federal levels. Check with political parties for more information.

Running as an Independent

Running without political affiliation is almost unknown in provincial or federal politics, although it is growing in popularity as people distance themselves from party structures.

Pros of running as an independent

- Freedom to shape your stance on every issue
- Focus only the issues you care about
- Make a statement

Cons of running as an independent

- Expensive to run a campaign
- No party funds or volunteers to support you
- No party platform to help define your positions
- Low chance of winning a seat

It is more common for an elected representative to leave a party while in office and sit as an independent, but if they do so, they are rarely re-elected.

Those uncomfortable having formal affiliation with a political party often choose to pursue municipal office, where partisanship does not have the influence or benefits it has at other levels of government. However, many elected at the municipal level move on to provincial or federal politics later in their careers. Political parties monitor municipal politicians and often encourage them to seek provincial and federal nominations.

Securing a Nomination

Internal party politics often play a role when it comes to barriers to political office for women, with a still prevalent “old boys club” culture that can make it difficult for women to gain support at the local level. Sometimes, parties have been known to encourage women candidates to run in unwinnable⁴ ridings simply to increase the number of women candidates in that election.

These intra-party barriers are gradually being eliminated through formal and informal policies. It is important for parties themselves to take steps to ensure equity within their organisations as external influence is rarely successful. While securing the party nomination is often the hardest step in succeeding to elected office, women who prevail in a contested nomination often win the election.

Join a party

If you have not done so yet, officially join the party of your choice as a member. This is crucial before seeking party nomination. This will allow you to introduce debate and pass resolutions for party policy, and forward issues of interest to you and those you seek to represent. This can affect what your party will do to encourage you and more women to run for office. Another advantage is increased familiarity with you and your qualifications. You might be familiar with the party, but the party might not be familiar with you. Officially joining them allows you to demonstrate your competence and will make it more likely for you to secure a nomination.

The Nomination Process

To be a candidate representing your riding for a political party, you must go through the nomination process. This varies between parties, but typically, the membership of a recognised party in each constituency officially nominates a person to represent a party in an election. At the constituency level, a search committee is struck to encourage prospective candidates to seek nominations.

If one individual runs, they secure the nomination by acclamation; if two or more people run, they must compete with each other to become a party representative. Depending on the party, if the party holds a seat in a particular riding and the incumbent indicates their intention to run again, they might be acclaimed as the candidate instead of seeking nominations from the constituency. Verify the details with your party to ensure you will be able to seek the nomination.

Both in provincial and federal politics every political party has a leader. A leadership campaign is run the same way as an election campaign, except the eligible voters are only party members rather than the general public. Depending on the results of general elections, the political leader of the party that forms Government becomes the Premier or Prime Minister of the incoming government.

Numerous factors can influence the selection of a candidate. Aside from a candidate's perceived chances of winning an election, party service may be one of the more important factors in closely contested ridings for nomination, especially for party leadership.

4: Equal Voice considers a riding winnable if the party in question is running an incumbent, if there was a 10 percent margin or less between the first and second place finisher in the last election, or if there was a competitive three-way race in the last election where the vote margin was 15 percent or under between the first and third place. Add a little bit of body text

Putting Your Team Together

Running a campaign is a team sport. You need people who are committed, trustworthy, hard-working, and able to volunteer their time during the campaign period. Candidates sought out by a particular party may find there is a campaign team already available. In some campaigns, campaign staff from other jurisdictions are brought in to assist local constituencies.

What to consider when building your team:

- Try to have a diverse team, with connections to community groups and organisations;
- Ensure that your team can help you both enhance your support base and your understanding of key issues;
- While having your neighbours on your team can help build a local connection, broad representation and support is also critical.
- The more volunteers you have, the more voters you can reach and identify
- More volunteers also eases the workload for you and the rest of your team
- Try delegating duties among several people instead of a singular person to ensure your campaign does not rely on a single person's availability.

Here are some roles and positions you should consider when building your campaign team. The size of this team will vary depending on your campaign and the level of government you are seeking office for. One person can have several roles, or one role split between several people, depending on your specific situation.

Official Agent

At the provincial and federal levels, you must name an official agent when you register your name as a candidate. This person is responsible for keeping track of expenses and contributions, and for submitting the records to the Chief Electoral Officer at the appropriate time. Provincially, the official agent is the only individual allowed to accept contributions to the campaign of a candidate and must issue tax receipts for such donations. Although an official agent is not required at the municipal level, candidates are still required to fulfil financial obligations under the Municipal Government Act. Choose someone who is well-organised with a bookkeeping or accounting background.

Campaign Manager

The campaign manager oversees all the other individuals on the campaign team and ensures that the course of the campaign runs as smoothly as possible. This individual directs the candidate's daily activities and should be someone with some political experience. Provincially or federally (but not municipally), the campaign manager is also often the conduit to the party and the riding association. Be sure to choose someone you respect and get along with, who can give you both praise and criticism, who is trustworthy, and who has good organisational and people skills.

Finance Coordinator/Fundraiser

Responsible for the bookkeeping and, depending on your campaign size, the finance coordinator may also conduct fundraising. This person should have connections, in particular with potential funding sources, and be meticulous in keeping records. This person will work closely with the official agent and be aware of all the rules associated with campaign expenses. It is essential they ensure you are not spending more than the limit designated by the relevant legislation.

Volunteer Coordinator

The volunteer coordinator recruits, manages, and looks after volunteers in your elections campaign. This person assigns volunteers to different tasks in the campaign and trains them, and often looks after the scheduling. In most cases, this person also recruits drivers with vehicles that can volunteer during election day. In campaigns without a separate canvassing coordinator, this person also assigns volunteers as canvassers who either canvass by phone or door-to-door. This person would also help train volunteers so that they know not to walk on people's grass, be mindful of dogs, what to say, etc.

Canvassing Coordinator

The canvassing coordinator finds people and assigns them to canvass households in the polling district, either door-to-door or by telephone. They strategically plan where to canvass and when. They may also develop the canvassing script with the communications team. The main goal of canvassing is to identify your voters and get them to cast their ballot. Canvassers also identify where campaign signs can be placed and whether supporters are willing to volunteer. Canvassers share information about advance polling opportunities and ask whether supportive voters need a ride — either to an advance poll or on election day. They also amalgamate all the questions and concerns that canvassers hear while they are canvassing and make sure that all information is passed on to the campaign manager and team to update databases and plan for follow-up action, if required.

Campaign Headquarters Office Manager

If there is a campaign office, this manager looks after the campaign headquarters, including replenishing the office supplies. Often welcomes guests and volunteers, answers the main phone line, and retrieves messages. Depending on the structure of your campaign, they may maintain the database or voter lists for your campaign, which are important in identifying your supporters and getting the vote out.

Communications Coordinator

The communications coordinator arranges media interviews and prepares news releases in conjunction with the candidate, campaign manager, and researcher. They schedule and design all advertising and article submissions for newspapers, radio, and television. They also handle all digital advertising, such as the campaign website, and monitors and supports the candidate's social media accounts.

Signs Coordinator

The signs coordinator supervises the ordering and installation of posters, lawn signs, billboards, etc., and organises the clean-up crew to remove the campaign material (required within a certain time period) before or after the election. They monitor current signs for vandalism or theft and replace them quickly.

Researcher/Information Officer

The campaign researcher locates material necessary to inform the candidate about particular issues and may help to write background material for speeches, public forums and debates, news releases, and pamphlets. They also monitor newspapers stories related to the campaign and issues. This person often works with the different databases during the campaigns, to help identify likely voters, and supporters such as volunteers and those requesting signs.

Poll Coordinator

The poll coordinator is responsible for finding a poll captain for each electoral or polling district and scrutineers for polling day — the volunteers who watch the counting of the ballots on election day. They also call in final numbers to the campaign headquarters, as they become available, for an unofficial tally of votes on election day.

Election Day Coordinator

The election day coordinator organises the scrutineers' schedules on election day and organises drivers for voters who need transportation. This person has volunteers calling every identified voter to get them to the poll and have helpful solutions available if someone says they are unable to make it – even dogsitting, if need be. They post polling results in the campaign headquarters as they become available and organise the post-election party for the evening of polling day.

Community Liaison

If you are in a riding that has several communities that you need to access, instead of just one, it helps to have a point person or mini team in each of those communities as part of your team. They can help with canvassing and identifying the vote as well as bringing up issues unique to that community.

Final Team Thoughts

The composition of your campaign team will depend on what works for you in your area and in your circumstances. While the functions described above are needed, multiple functions may be handled by the same person. If you are running for a party, every party has a campaign team guidebook for candidates that will provide more detail about what is involved in each campaign-team position. If equity and inclusion are fundamental to your campaign, all team members should have training in gender and diversity analysis. Gender and diversity analysis (GDA) is an analytical tool used to assess how diverse groups of people may experience policies, programs, and initiatives. Training materials are available through the PEI Interministerial Women's Secretariat and Women and Gender Equality Canada. Volunteers are increasingly difficult to find for political campaigns, and in some cases, workers are paid as a stipend or salary for their contribution. Whether you can afford to pay your workers depends on the health of your campaign finances.

Volunteers

Many hands make light work, and volunteers are the backbone of any campaign.

Where and how to recruit volunteers?

- Every member of your team can informally speak to citizens and recruit them to your volunteer team;
- Volunteers may also seek you out and want to be involved;
- Community groups, youth organisations and other groups focused on community improvement may also have a large number of volunteers;
- You may also spot while you are canvassing door-to-door;
- Past volunteers for different campaigns might want to be involved again.

Volunteer Management

Your volunteers are offering to put in time and resources in helping your campaign without any remuneration. Here are some tips to maximise their potential and make them feel valued:

- Train your volunteers. Provide them with scripts for door-to-door or phone canvassing, as well as the opportunity to ask questions. The more prepared they are, the better your campaign looks to voters.
- Identify their potential and use it. If someone is skilled with research, have them assist your research officer instead of canvassing, for instance. (See Sample volunteer form in Appendix C)
- Offer more responsibility to them if they want it. Allow volunteers to gain skills in a variety of ways by training and cross-training them in different areas.
- Plan ahead. Have tasks ready for volunteers when they show up so they can be productive and feel like they have made a difference.
- Accommodate your volunteers' needs. Prepare activities for children if your volunteers do not have access to childcare, or make simple snacks available after long hours volunteering for you.
- Welcome input. Allow volunteers to provide suggestions to your campaign, and give them thanks and credit if you implement their suggestions.
- Celebrate. Campaigning is long and difficult. Celebrate the work done by volunteers, be it meeting the quota for calls, or updating a database with certain information.

Running A Campaign

Canvassing

Canvassing, or door-knocking⁵, is one of the key activities for any campaign. This allows you to make one-on-one connections with voters, which lends a personal touch to your platform and views. You should aim to visit each household at least once, twice in areas with large numbers of undecided voters.

To go door-to-door, keep the following in mind:

- Always be accompanied by a volunteer, and pair volunteers off. Nobody should be door-knocking alone.
- Provide your volunteers and team with a script ahead of time, and ensure they are familiar with who you are as a candidate, your message and platform. (See canvassing sample in Appendix C)
- Avoid early mornings, evenings after 9pm and mealtimes, especially if you know the household has small children or night-shift workers. You should be endearing yourself to voters, not irritating them.
- Be mindful of the voters' context. If someone is preoccupied, keep your visit short and offer a follow-up.
- Keep a time limit per house, depending on your schedule. If you have stayed at a particular house for a long time, offer to follow-up with them by phone, email, or a subsequent meeting, instead of risking not reaching other households. Have a volunteer track the time and signal you when you need to leave.
- Send more experienced canvassers to neighbourhoods where you have less support as they might be able to deal with opposition without feeling overwhelmed.
- Take pamphlets with you that summarise who you are and where you stand. If no one is home, you can drop these in the mailbox or door latch so voters know you took the time to visit them. A personal note or signature on these also indicates you were there personally and can endear you to voters.
- If a voter has left a message or literature for you, leave a note of thanks or acknowledgement on your pamphlet.
- Keep a written record of homes you and your team have visited, as well as whether the voters there will vote for you, your opponent, or are undecided. Keep other relevant notes.
- If someone is opposed to you, always try to understand why and respond accordingly.
- You can ask if voters will display a lawn sign on your behalf while canvassing.
- This is a good time to inform families that want to vote for you about voting options for students that are off at post-secondary institutions, or residents in hospitals, or those travelling. This includes mail-in ballots and advance polling. Ask if everyone in the household has been registered to vote.

While phone-based canvassing is present in some campaigns, door-to-door canvassing is seen as more likely to lead to success in an election. (Sample phone script in Appendix C)

5: If canvassing pre-writ, check rules with Elections PEI.

The Voters List

This is an essential resource which will guide you through your campaign to the election. Remember that this list is not perfect, and you will need to make notes about who has moved in or out of your riding, who needs to register, and who needs to know about special ballot options. Use a database track this information easily.

Split up the list into sections for your volunteers to make their work on signs, handouts, follow-ups, and calls more manageable and up to date.

Know Your Opponents

Learn the strengths and weaknesses of your opponents and be aware of their positions on voter concerns, paying close attention to where they differ and where they agree with your own positions.

In cases of party nomination, there are fewer ideological differences between candidates, which makes it even more important for you to formulate to the party membership what differentiates you from the other potential candidate and why you are better.

Maintain a file of information about other candidates using media reports, public meetings, materials from the candidates themselves, and social media accounts. Send a member of your campaign team, or a supporter, to public events where they can ask questions and report back to you or your campaign officer on the other candidates' stances.

You are now a public figure

From the moment you announce your candidacy, you will be news. The media and the public will want to know your views on central campaign issues. Thus, before making an announcement prepare:

- How to respond to questions regarding local issues, your party platform, as well as broader issues facing the community, province, or country. A trusted mentor can be a good sounding board and provide feedback on how you respond under pressure.
- How you will present yourself to the media. Media training will help you deliver your message effectively and present yourself positively to the media. You will learn techniques regarding body language, voice projection and pivoting to your points.
- A press kit. This includes: a professional photograph of you; a biography that outlines your background, career history, general goals, and any personal information (family) you need to share; your motivation for running; contact information. A standard resume is also useful. You can hand these to the media and members of the public looking to learn more about you and avoid repeating your story or omitting details.
- For incumbents, be prepared to share and defend your record as a public official. For a new candidate, highlight why you are the winning choice and what you bring to the table.
- Ideas on dealing with any skeletons in your closet. A questionable statement, social media post, or business venture from several years ago may surface. Develop a strategy on how you will deal with this when it comes to light.

The Media

The relationship between you and the media will be interdependent. The media cannot do a story without a candidate and the candidate needs the media to get her message out and reach a wider audience.

- Be aware of what is being shared to the media, remain mindful that your words can be spun, but maintain positive and professional relationships with all members of the media to ensure your position on issues is articulated fairly and accurately through the campaign.
- If you speak languages other than English, ensure that media reporters and producers of those languages are aware you are available to them.
- Compile your media list with reporters, columnists and commentators specific to your constituency or riding to ensure your news releases and notices get to specific individuals and increase the odds of follow-ups. Include names, addresses, phone numbers and emails.
- Interact with reporters on social media, but curate your content to benefit you and your campaign.
- Updated media lists are maintained by each party. This includes local, provincial, and national media outlets in all forms, including print, electronic, radio, and television. You can refer to these for your own list.
- Be on good terms with reporters, commentators and columnists. Party leaders and mayoral candidates will dominate most of the election coverage, and working relationships will help your campaign get more spotlight.
- Cultivate relationships with reporters interested in you or your issues of focus. Always respond to a media request, even if you don't intend to grant an interview. It is not only professional, but it could be helpful later on when you want coverage on a particular issue.
- A reporter might not have as much information as you on an issue, as they are typically generalists. Provide them with background and pertinent information to make their work easier and build a mutually beneficial relationship.
- Know in advance what the reporter is calling about. Have your research officer provide you with information before you speak to the reporter, including what your opponents may be saying about that same issue. But, most importantly, as a candidate, you need to know your message and stick with it during any media interview. Be consistent and strategic with your messaging.
- If a reporter asks you a question you find objectionable or too personal, do not feel obligated to answer it. Handling the media is a skill you should develop as a candidate and a politician.
- If you are asked questions about facts, and you don't have an answer, say so. Don't pretend you know the facts when you don't. Most reporters and voters will respect a candidate who is honest and upfront about what they do and do not know. Make a commitment to find the answer and get back to them at a later time. Then do the research and get back to them as promised. Do not make promises to the media or the public you are not prepared to keep.

The News Release, The News Conference

If you have something to say on an issue and want coverage, there are two techniques that you can utilise: the news release and the news conference.

Only use these methods if you have something important, new, or highly relevant to say. Overuse of news releases and news conferences is the quickest way to dampen media interest in the campaign and tends to reflect poorly on the credibility of the candidate.

Whenever possible, keep your news releases to a one-page, double-spaced page, with just enough information to pique the interest of reporters. Too much detail in a release may cause the reporters not to bother to contact you for direct comment. Worse still, the release may not be read by reporters due to its length. (See sample releases in Appendix C.)

Some tips to keep in mind are:

- Know your message and what you want the release to accomplish.
- Start off strong and grab readers' attention with the first sentence.
- Keep it short but informative enough to be published on its own.
- Stick to the facts, instead of inserting your opinions wherever possible.
- Contact relevant reporters afterwards to ensure they have received it and ask about follow-ups.

A news conference must be reserved for major announcements. This can be the announcement of your candidacy or major developments that directly impact the community. When calling a news conference, you are asking reporters to come and listen to what you have to say, to take pictures or video, and to go away with a story fit to print or air.

At a news conference, the candidate should read a brief, clear, and concise statement and then open the floor to questions from the media. During the question and answer period, keep your answers brief and to the point. Stay on track with your key messages, and present yourself as a confident, competent, and relatable candidate. More in-depth interviews may be arranged for after the news conference as a one-on-one session. Again, if you don't know the answer, don't "wing" it. Promise to respond at a later time. Always follow up on phone calls or responses to the media, either directly or through your communications team.

Some tips to keep in mind:

- A media advisory should be sent in advance to let news outlets know when and where the news conference will be held and to provide a general idea about its content;
- Be aware of simultaneous events that may draw media instead of your conference for minimum interference;
- Reach out to individual reporters to invite them;
- Use specific keywords in the advisory, but also throughout the conference and in any relevant materials to ensure coherent messaging;
- Develop an event timeline and plan and have somebody to keep things moving;
- Rehearse your statement, facts and figures, as well as answers to potential questions ahead of time;
- If you have other participants in the news conference, their statements should also be kept brief and vetted by the campaign team for accuracy and compatibility;

- Provincially and federally, a visit in your local area by the party leader garners media interest and is an opportunity for a news conference;
- For location, consider equipment and space requirements of the media. A microphone that all media can plug into is a plus. If you expect television reporters, consider the space requirements for a video camera and tripod. News conferences can be held outdoors for more interesting visuals for television and lighting does not need to be set up. Be however mindful of noise;
- Do a post-mortem analysis of the conference to determine the impact in terms of candidate perception and compile a list of all coverage of the conference by the media.

Interviews

After an issue has arisen in the community, or a press release, news conference or other campaign development by yourself or opponents, the media will reach out to you for comment.

Some details to determine at the very start are:

- Why is the interview being sought out?
- What is the medium of the interview (print, television, radio, web)?
- Will it be live or pre-recorded?
- When will it be available (published or broadcast)?

Some things to keep in mind when preparing for the interview are:

- What are 2-3 key points you would like to communicate in the interview?
- How will you navigate tricky questions while pivoting back to your 2-3 key points?
- If reporters ask you if there is anything else you'd like to add, respond by condensing your interview to a sentence- this will provide a useful sound bite that summarises your message.
- For video interviews, dress neutrally without distracting patterns or heavy jewellery. Keep your body language in mind. Appear confident and don't move too much so as not to distract your audience.
- Bring up future events or stories to the journalist while making conversation before and after the interview so you are encouraging coverage of these as well.

Speeches

You may be required to make many speeches at different events, be it for the voters or your team. While preparing a speech, keep your main points in mind, and structure it in a way that makes sense and allows for a good flow.

Here are some tips for speechwriting:

- Know your speaking style: Do you prefer to make an emotional or factual connection? Do you have good comedic timing? Are you able to project yourself authentically?
- Have a main point followed by supporting arguments and data before moving on to the next point to allow your audience to follow along more easily;

- Keep it a mix of emotional appeal and credible information, with anecdotes or quotes peppered in to make a connection with your audience;
- Shape your speech to your audience and what they care about;
- Avoid using prompt cards or flashcards wherever possible;
- If you are reading a script, ensure there is a podium for you to place it on;
- Be natural and don't be afraid to show emotion, but don't try to be theatrical;
- Be conscious of your body language and avoid excessive movement or shifting;
- Project your voice so the back of the room can hear you;
- Keep it short, and no longer than five to seven minutes wherever possible to maintain attention;
- Close strong.

Meetings and Debates

Participate in candidates' meetings and debates whenever possible to show your platform and yourself.

- Prepare your opening and closing remarks to ensure they fit within the time parameters and have your main points incorporated;
- Bring as many supporters as you can with you. They can ask difficult and challenging questions to your competition, but also ask you questions that allow you to outline your views and share your message as the best candidate;
- Use your knowledge of your opponents' positions on issues to differentiate between you and them throughout the debate;
- Be polite with everyone in the room from the moment you arrive to the location to when you are outside. This includes the audience, any staff, and your opponents;
- Be assertive and calm, and avoid falling for bait from opponents;
- Speak to the audience but don't let negative reactions get to you. You may acknowledge them by saying "I can see this is evoking strong reactions in the room, so let me elaborate my stance a little more..."

Public Forums

Always attend forums. It is a place to showcase yourself as a candidate. Your opponents will be there and, if not, the audience will hear your platform instead of those of your opponents. Some tips with forums are to do your research and practice being as precise, substantive, and positive as possible. You are often not given long to talk. Stick to your main three to four messages when you can. Sit up straight and remember everyone is nervous. You look and sound better than you think. Keep a sense of humour and follow any time restrictions or special rules of the forum. Any notes that you have made will change as the discussion progresses. It is good to have a little cheat sheet and note pad with you just in case you lose track.

Online Presence Check

Digital Footprint Evaluation

Do a quick scan to see your internet presence and evaluate what steps you need to take for your own protection. Start by running a quick “Google” search of yourself and see what pops up.

□ Is your personal cell number on the internet? If yes, should it be? Consider getting an alternate phone line so there is a number for people to contact you for campaign-related reasons while also keeping your private line confidential.

□ Is your home address on the internet? If yes, should it be? Is there an alternate address you can point people to, such as a campaign office or party office?

□ Review your privacy settings on all your social media accounts. Consider making your personal accounts private and with an alternate name, and setting up a separate account for your public persona.

□ Remember that private social media accounts are not private. Go through your activity and review all the information that you have shared over the years. Remove things that are no longer relevant or could negatively hurt your campaign. Are you still happy with being in certain groups on social media, or following certain people?

□ Review your bio and other details about yourself on your accounts. Is it all up-to-date?

Using social media

Here are some tips for using social media for your campaign safely and effectively.

□ Set a strong password, and use two-step authentication for your email and social media accounts to decrease risks of hacking.

□ Hide your location settings and only check in on locations after you have left, unless encouraging people to come visit you where you are.

□ Develop a social media strategy with pre-planned posts at regular intervals so your page remains active. You can use the stories feature for day-to-day updates and other content.

□ Delegate social media management to one or two people on your campaign so they can make posts on your behalf and monitor messages and comments.

□ Set firm guidelines and pin them to the top of your page with respectful rules of engagement. (See Sample in Appendix C.)

Communications Strategy

As you are preparing your communications strategy, here are a few considerations.

- Your target audience

Is there a specific group that you think is most likely to vote for you? What methods of communication does this group prefer? You have limited time and resources, so figure out what you can feasibly do. If your riding is mostly Seniors, it might not be worthwhile to invest into newer platforms such as TikTok as opposed to Facebook.

- Internal communications

How will you communicate internally with your team to keep them abreast of campaign developments?

- Your core points

Distil down your messages to brief, direct statements and build up communications around them.

- Timing

This is a crucial element to communication. Set a template allowing you to figure out deadlines for event invitations, media conferences and other notices, while ensuring you are being strategic based on usage.

- What will work best for you?

Try to shape your strategy to your personality. Do what feels most natural to you and put your best foot forward.

The Communications Plan

Build your communications plan ahead of time to keep track of timelines, communications pieces, and approvals required.

A sample plan may look like this:

Item	Audience	Goal	Timeline	Approvals
News Release	Primary: Journalists Secondary: General Public	To announce candidacy of Ms. Jane Doe	First draft by DD/MM/YY Review by DD/MM/YY	First draft by X Review by Y Sign-off by Z
Next communications item				

Campaign Finances

Finances tend to be a primary preoccupation for women, especially coming from diverse backgrounds, when running an election. You may have less disposable income to make initial investments, or less access to financial supporters due to limited networks. However, running a campaign is still very feasible.

For small municipalities, election campaigns often do not involve any expenditure. Even with larger municipalities, municipal campaigns can be run on a limited budget except perhaps mayoralty campaigns. Unlike provincial and federal elections, there are no party campaign funds for candidates, fundraising is left almost entirely up to the individual and their campaign team. Also, municipal campaign donations are not tax-deductible like provincial and federal donations are, which can be a disincentive to financial contributors.

Provincial and federal election spending is higher and must include an organisation and management strategy. If you have already been nominated to represent a particular party in an election, you will have the financial and resource backing of your party organisation. The amounts available will depend on the party and the riding association where you will be the candidate, as funds are usually raised by the local party association in preparation for an upcoming election. Verify what your personal financial responsibility will be, the campaigning limits, the associated rules for both your nomination and elections campaign. Set a goal for your team to prioritise fundraising before the election writ period so you can focus on campaigning during that time.

Review the returns for the last election at the relevant level of government, as well as the appropriate elections act and associated spending limits to estimate the cost of a successful campaign. Included in these returns are lists of candidates' expenses broken down into broad categories, such as personal expenses, office rental, travelling expenses, goods supplied, and advertising. Check the Chief Electoral Officer's report for this information. Although expenses vary between ridings, parties and individuals, you will get a good sense of how much it will cost to be competitive.

Following this section is a worksheet that you can use to estimate the amount of money it would take to run a campaign in your area at the relevant level of government. You need to hierarchise your expenses as essential, beneficial, or only if resources permit.

Obtain realistic estimates — don't guess. Call (or have a member of your campaign team call) or search online for current prices from the photographer, the printers, the media agencies such as newspapers, the office supply store, the phone company, and so on. Research bulk purchasing and competitive pricing opportunities.

In federal and provincial elections, candidates who secure more than 15% of the votes in the polling district are reimbursed a certain amount from public funds, such as the Provincial Consolidated Fund. This is called an election rebate from the provincial or federal government. The rebate amount is based on the number of people in the riding and the number of candidates who receive more than 15 percent of the votes.

Provincially, these expenses are based on \$1.00 per elector in the district, and subject to a minimum payment of \$2000 and a maximum payment of \$4000. To estimate this amount, find your riding in the "elections expenses of candidates" section in the returns for the latest election. Candidates need to submit the required financial reports under the Election Expenses Act to be eligible for reimbursement.

Do not count on this money until after receiving more than 15% of the vote, especially if there are several candidates for your riding.

Campaigning on a small budget

Campaigning is often about making your dollars stretch as far as you can, and this requires making strategic decisions. Here are some ideas that can have a high impact with a low initial investment:

- Find the most cost-effective way to print pamphlets and lawn signs. It is useful to reach out to a few companies before making a decision. Keep your pamphlets to the point to save space. You can have your main points about yourself and your agenda, while pointing readers to a website for more details;
- When printing, consider bringing all your materials at the same time so you can ask for discounts based on amount, if available;
- Consider magnetic signs that the electorate can put on their fridges or cars, this would keep you front of mind and get you visibility;
- Door hangers are a popular and cost-effective alternative to multi-page pamphlets;
- Button makers and stickers are similarly low-cost and eye-catching;
- Consider placing yourself at the centre of your campaign. Door-to-door canvassing yields the most impact, though it is more time consuming, phone canvassing is also low cost and effective.

When campaigning, it is important to strike a balance between resources and time required. Oftentimes, the cheapest ways of reaching people are the most time-consuming ones. Try to be strategic with how you utilise your team's time and your resources in a way that allows for maximum impact.

Estimate Your Campaign Budget

You can include any or all the components in this campaign budget worksheet as appropriate to the size and style of your campaign.

	Number & Size	Cost Estimate	Total
Professional Candidate Photo			
Poster Design & Print			
Lawn Signs			
Advertising (Physical & Social)			
Website Design & Hosting			
Mailout 1 (Ex: Biography, platform & key messages)			
Mailout 2 (Ex: Neighbourhood-specific content)			
Postage (# mailouts x # households x postage fee)			
Campaign Office Rental			
Office furniture rental/purchase			
Office Supplies			
Phone, Internet, TV/cable			
Utilities (water, heat, hydro)			
Transportation (gas for door-knocking)			
Events (News conference, town hall, meet & greet)			
Other (merch, food for team, caregiving)			
Post-election Thank You advertising			
Other staff/consulting fees			
Appropriate travel expenses			
		TOTAL	

Fundraising

Candidates usually have three sources of campaign funds: party contributions, individual contributions, and their own personal investment.

Municipal Campaigning

The rules for Municipal campaign fundraising and expenses are set in the provincial Campaign Contributions and Elections Bylaw Regulations, and are addressed by the municipalities individually in their bylaws. Each municipality may also establish their own rules around signage or other aspects of the campaign process.

Notably, the election expense period starts when a person publicly states (whether in person or by electronic means) that they plan to run for municipal council. The election expense period ends on election day or when the candidate is declared elected by the MEO - whichever of the two days is earlier. Candidates can only spend money on election expenses during the election expense period.

Check your municipal bylaw to see if the municipality allowed for advertising expenses to be made before the election expense period. If so, these expenses must be recorded and reported.

Party Contributions

Provincially and federally, if you are the party's nominated candidate, you will have the support and the experience of the party organisation and its fundraising committees, as well as access to funds that may have accumulated since the last election from your particular riding association.

If you are seeking the party's nomination, you will have to rely on your own funds for the nomination campaign. These typically tend to be low-cost, with canvassing presenting the primary expense. It is useful to set up your candidate page while seeking the nomination to generate interest from party members, but also others in your riding who might want to register with the party to support your nomination.

Fundraising Basics

- If you want to get money, you need to be prepared to ask for money.
- Diversify the base from which you are fundraising. Different donors respond to different strategies
- High-effort fundraising efforts are typically high in cost and low in profit. Focus your attention on low effort high impact fundraising strategies.
- Understand why people donate. For a lot of people, it's a mix of the philosophy in your campaign, your personality while asking for donations, as well as the feeling of empowerment when they are affiliated to your campaign

Fundraising Strategies

- Personal Appeal

You, as the candidate, are at the centre of your campaign. Appealing to donors personally might be time-consuming, but it is also effective.

- Special events

Yard sales, auctions, bake sales, car washes, and dinners all remain effective ways of raising money. They also serve as a way to introduce yourself and the team to the community. In these cases, the money does not necessarily come from people who support you as a candidate. People pay for a service or an item, and you get the money for your campaign.

- Direct solicitation

Other fundraising strategies depend to a larger extent on direct solicitation from individual supporters through phone calls or emails. Your riding association may host fundraising events from your support base, such as workshops or dinners. Your flyers, emails, and other campaign materials should always include an opportunity for supporters to provide donations to your campaign and the address where cheques may be sent or where a donation can be made on a secure website.

Note that donations to federal and provincial candidates are eligible for income tax breaks (and subject to donation limits). Only individual Canadian citizens can donate in federal election campaigns.

Fundraising Ideas

1. Hold an event, such as a barbecue, where you can not only provide a way for members of your community to meet you and enjoy some entertainment, but also run a number of small fundraisers simultaneously. This can include hosting 50/50 draws, face painting, bake sales, and more;
2. Fundraising dinners, at a restaurant or private residence, with admission ticket prices going to the campaign;
3. Silent auctions of donated items;
4. Themed lunches, where guests pay admission to chat about the theme of the day, which can be a community issue.

While putting on your fundraisers, remember to consult with the relevant legislation to ensure you are not breaking any rules, and consider your target audience. This is ideally your constituency who will not only donate to your campaign, but also be able to know you better. Aim for affordability whenever possible: a \$25 admission is more accessible than \$75 and will allow you to meet more people from your riding or district.

Campaign Readiness Checklist

- I know why I am running
- I have picked a riding and researched many issues
- I know the rules and regulations
- I have three or four key messages
- I have sent in my nomination papers and paid my fee
- I have an official agent
- I have a campaign manager
- I have a campaign team
- I have a budget
- I have a fundraising plan
- I have a media plan
- I have a my contact information set up (website, social media, phone, etc.) and established a campaign office
- I have signs and promotional items designed, ordered, printed, and ready
- I have met with community groups
- I have an updated photo of myself, a résumé, and a biography
- I am aware of the various ways people can vote and am able to let every “yes” voter know about how to register to vote, advanced polls options, and rides if needed
- I am doing this for the right reasons
- I am ready!

Election Day

Election day will be the most intense day of the campaign and yet will be the day you can do the least. Go in and vote for yourself and then make yourself scarce. You do not want to be seen hanging around any polling stations. No advertising is permitted on election day; in fact, no signage is allowed within 200 feet of polling stations. Keep personal social media to a minimum and campaign social media is off limits. Book a massage or do something that will distract you a little from the day's events. Remember to surround yourself with positive people. You are already a winner, everything is out of your hands, and it's now up to your team and your voters.

Beforehand, make sure that your campaign office knows what to do and train your team and volunteers. They are collecting data from the polling stations from your scrutineers on who has voted and calling those that have yet to vote. Have a team of volunteers with warm cars to drive people to the polls if they need help. It is your team's job to make voting the easiest thing for your "yes" voters to do that day. Make sure your scrutineers know the rules and will fight for your votes if they can be debated at the end of the day when votes are being counted.

Go to the campaign office with two speeches ready: one for winning and one "better luck next time." Be sure to acknowledge your opponent(s) and thank your supporters regardless. Win or lose, have a mini wrap up that night to thank everyone for their hard work, and maybe have a few snacks to celebrate what a great job everyone has done.

After the vote

Don't forget that after the election is over, there are still a few things that you must do according to law before you can say it's complete. Provincial candidates must file a financial return within 120 days from the date of the return of the writ of election (usually occurs two weeks after election day), and you must have all signs removed within 14 days of the election. Inventory all materials you have not used and pass it on to the official agent to include in the financial statement.

It's a good idea to have a review of the campaign on the next day, where the team can analyse the strategies, strengths and weaknesses of the process. This is useful if you plan on running again, or someone else on your team is. Keep a copy of the voters' list with your notes in case you need it again.

Keep in mind that sending thank-you notes to those who helped throughout your campaign (win or lose) is a good idea. Budget for a post-election party to celebrate making it through the election and to thank supporters.

Give yourself a pat on the back. Win or lose, you made it in one piece. **CONGRATULATIONS!**

Post-Campaign Self-Check

Whew, the campaign is over. You did it. Here's a quick exercise to help you reflect on this experience.

- 1. What were the main highlights of the campaign for you?**
- 2. What about your campaign makes you the most proud?**
- 3. What are some of the barriers you faced? How did you overcome them?**
- 4. Did anything change in conversations about the issues you care about?**
- 5. Who in your team did really fantastic work?**
- 6. Are there any personal or professional connections you have made or deepened?**
- 7. How will you recover from this tiring experience and practice self-care?**
- 8. What's next for you? If elected, how will you approach your first weeks? If not, will you channel your passions in the community?**
- 9. What needs to happen for you to determine whether or not to run again?**
- 10. Reach out to the PEI Coalition for Women in Government. We would love to hear from you and about your experience so we can learn how to better support women on PEI who are pursuing positions of leadership.**

All The Best!

We believe that women on Prince Edward Island have much to offer in public life, be it in terms of skill, ability, education, life experience or commitment. More women are needed at decision-making tables to balance public discourse and decisions made in elected chambers. Having elected officials as diverse as Prince Edward Island is important for a healthy democracy, good public policy, and progressive governance.

We know that the barriers are many to women choosing this career path, but believe that only the full and equal participation of women in political leadership will bring about both equality and equity in our communities. It is our hope that Prince Edward Island women in all their diversity would consider public service and engage in our province's political process.

We hope that this guidebook helps you make a decision as to your level of political involvement, and that it provides you with some tools to help you along this journey.

We wish you all good luck as you run for office, today and in the future.

Appendix A: Contact Information

Provincial and Federal Parties Information:

Green Party of Prince Edward Island

Mailing Address: 81 Prince Street,
Charlottetown, PE C1A 4R3
Phone: 1-855-734-7336
Email: info@greenparty.pe.ca
Website: www.greenparty.pe.ca

Liberal Party of Prince Edward Island

Mailing Address: PO Box 2559,
Charlottetown, PE C1A 8C2
Phone: 902-368-3449
Email: info@liberalpei.ca
Website: www.liberalpei.ca

New Democratic Party of Prince Edward Island

Mailing Address: 81 Prince Street,
Charlottetown, PE C1A 4R3
Phone: 902-892-1930
Email: info@ndppei.ca
Website: www.ndppei.ca

Prince Edward Island Progressive Conservative Party

Physical Address: 30 Pond Street, Unit B,
Charlottetown PE
Mailing Address: PO Box 578, Charlottetown PE C1A 7L1
Phone: 902-628-8679
E-mail: info@peipcparty.ca
Website: www.peipc.ca

MLA Remuneration and Pension Information:

The Speaker's Office

197 Richmond Street, Charlottetown PE C1A 7K7
Phone: 902-368-4310

Disclosure and Conflict of Interest Information:

Conflict of Interest Commissioner

PO Box 2000, Charlottetown PE C1A 7K7
Phone: 902-368-5970

Municipal Councillor & Mayor Remuneration:

Department of Fisheries and Communities Municipal Affairs

3 Brighton Rd, PO Box 2000,
Charlottetown PE C1A 7N8
Phone: 902-620-3558
E-mail: municipalaffairs@gov.pe.ca
Website:
www.princeedwardisland.ca/en/topic/municipal-governments

Provincial agencies, boards, and commissions:

Engage PEI

Phone: 902-368-4502
Email: engagepei@gov.pe.ca
Website:
<https://www.princeedwardisland.ca/en/information/executive-council-office/engage-pei>

For federal boards, commissions, or agencies, contact your local MP or Senator:

Parliament of Canada

Information Service Ottawa, Ontario K1A 0A9
Toll-free (Canada): 1-866-599-4999
Telephone: 1-613-992-4793
TTY: 1-613-995-2266
Email: info@parl.gc.ca
Website: www.parl.gc.ca

Government in Council Appointments

Privy Council Office

GIC Appointments
59 Sparks Street
1st Floor
Ottawa, Ontario
K1A 0A3
Email: messages@appointments-nominations.gc.ca
Website: <https://www.canada.ca/en/privy-council/topics/appointments/governor-council.html>

Appendix B: Sample Campaign Timeline

Please note that timing is approximate.

Before the writ drops

- Familiarise yourself with relevant acts
 - Municipal Government Act
 - PEI Election Act
 - Election Expenses Act
 - Canada Elections Act
- Review campaign manuals
- Research local, provincial, and federal issues
- Build your team

8 Weeks Out

- Establish official headquarters
- Launch your website, Facebook, or Twitter

7 Weeks Out

- Host a campaign launch event
- Mail out letter to your community
- Arrange meet and greets with local community groups and general public
- Meet with your strategy committee
- Meet with local media

6 Weeks Out

- Issue a news release on your campaign
- Host a “meet the candidate” event
- Host a fundraiser

5 Weeks Out

- Distribute lawn signs and posters
- Continue hosting “meet the candidate” events
- Plan dates for mailing and literature distribute

4 Weeks Out

- Issue news release
- Follow-up on fundraising events
- Participate in town hall events
- Install lawn signs
- Identify scrutineers
- Solicit and prepare endorsement ads

3 Weeks Out

- Issue news release on new topics
- Re-contact people who promised contributions
- Attend all candidates’ meeting(s)
- Begin door-to-door canvass
- Participate in town hall debates
- Post ads in newspapers

2 Weeks Out

- Issue news release
- Canvass door-to-door and by telephone
- Distribute flyers
- Pick up all materials from returning officer
 - You are entitled to have one official agent or scrutineer of at least 18 years of age at each voting station.
 - Your returning officer will explain how official agents are appointed.

1 Week Out

- Distribute flyers
- Name a scrutineer for every poll
- Canvass door-to-door
- Publish endorsement ads

Election Day

- Make sure all your voters vote
- Coordinate telephone campaign to known supporters to offer transportation
- Arrange transportation to voting stations
- Do not canvass or solicit votes in or immediately adjacent to a voting station
- Do not display or distribute campaign material inside or on the outside of a building used for a voting station

Post-Election

- Host a party to thank your team and celebrate yourself
- Send thank you letters to all your contributors
- Thank the electorate
- Keep all records for your next election
- File your campaign disclosure statement
- Remove your lawn signs and posters

Appendix C: Sample Materials

Sample News Release

Smith Announces Run for Party Nomination

FOR IMMEDIATE RELEASE

September 24, 2023

Cornwall, PE. Jane Smith, 39-year resident of Cornwall, has today announced her intention to seek the _____ Party nomination for the provincial constituency of Cornwall-Meadowbank.

In announcing her bid today, Ms. Smith said, "The people of Cornwall-Meadowbank have given me a lot over the years, and I want to give back by making a difference by representing them in the Legislative Assembly of Prince Edward Island."

Smith is a teacher at Westwood Elementary in Cornwall and has spent many years as a volunteer firefighter, as a United Way fundraiser, and with the PEI Newcomers Association as an English tutor. This is her first bid for provincial office.

"Politics interests me because change interests me, and I think the people of Cornwall-Meadowbank want change in representation and in the way politics is done," she said. "I believe, with my experience and skills, I have a valuable contribution to make," she added.

Her primary concerns are the education system, health care, and agriculture.

As a life-long resident of Prince Edward Islander, Jane Smith moved to Cornwall in 2005 to begin her career as a teacher. She is a single parent who is raising two children: Sam, 17, and Jordan, 15.

For more information, or Ms. Smith's biography and résumé, contact the Committee to Elect Jane Smith at _____.

-30-

Contact: (name of person handling media enquiries)
(name of party)
(phone number)
(email address)
(website address)

Sample Door-to-Door Canvassing Script

Hello my name is John Doe,

I am here to support Jane Smith in her campaign for Mayor of our town. I have here a copy of Jane's campaign literature that I'd like to give you to read on your own time. Please feel free to call our campaign office at the number on the back of the pamphlet or email us should you have any questions.

I believe that Jane has the leadership, experience and vision that our town desperately needs.

Can Jane count on your support on Election Day?

Would you like to volunteer with our campaign?

Are there other voters in the house that we may provide campaign literature to? Can Jane count on their support?

Thank you, and enjoy the rest of your day/evening.

Sample Telephone Canvassing Script

Good day Mr./Mrs./Ms. _____

My name is John Doe, and I am calling on behalf of Jane Smith, who is running for Mayor of X Town.

Jane is currently trying to meet as many people as possible in the town, and we are hoping to identify her supporters.

Do you have a few minutes to answer some questions for us?
If YES, proceed to 1; if NO, proceed to 7

1. Can Jane count on your support on Election Day?
If NO, skip to 6; if YES, proceed to 2.

2. That's great. Every vote counts and Jane is grateful for your support. Would you be willing to take a Jane Smith sign for your window or lawn?
If YES, make a record on the voters list then go to 3.; if NO, move to 3.

3. We are a grassroots campaign and are hoping to have as many people from the community help us. Would you be willing to volunteer for our campaign?
If YES, make a note to give to the volunteer coordinator; if NO, skip to 4.

4. Will you require assistance getting to the polls?
If YES, make a note and tell Election Day Coordinator; if NO, skip to 5.

5. Are there any other supporters at your home? May I have their names?

6. That's okay. Are you supporting one of her opponents?
If YES, see if you can figure out who and make a note and go to 7; if NO, proceed to 7.

7. I don't want to take too much of your time, but I would like to say that Jane is (statement about the candidate). Would it be okay if we sent you some campaign materials on Jane? Every vote counts and we would love to have your support.

Thank you for your time, and I hope you will consider voting for Jane Smith on Election Day.

Sample Volunteer Form

I am willing to help "Jane Smith" become the next Mayor of the Town of X.

I am willing to (check as many as applicable, circle for time options):

- Canvass door-to-door:
My availability is Monday Tuesday Wednesday Thursday Friday Saturday Sunday
I am most likely to be available: 9am to 12pm 1:30pm to 4:30pm 5pm to 8pm
- Canvass by phone:
My availability is Monday Tuesday Wednesday Thursday Friday Saturday Sunday
I am most likely to be available: 9am to 12pm 1:30pm to 4:30pm 5pm to 8pm
- Put up signs:
My availability is Monday Tuesday Wednesday Thursday Friday Saturday Sunday
I am most likely to be available: 9am to 12pm 1:30pm to 4:30pm 5pm to 8pm
- Work at the campaign office:
My availability is Monday Tuesday Wednesday Thursday Friday Saturday Sunday
I am most likely to be available: 9am to 12pm 1:30pm to 4:30pm 5pm to 8pm
- Take a sign for my lawn.
- Help on Election Day: Driver Scrutineer At campaign office
- Contribute financially to the campaign

I have specific skills that I am willing to offer: _____

Name: _____

Address: _____

City: _____ Postal Code: _____

Phone: _____ Email Address: _____

Sample Pinned Social Media Post

This is the official Facebook page of Jane Smith, candidate for Mayor of X Town. Here, you can follow along with our campaign and Jane's positions on different issues. We are thrilled to use this platform to connect with you.

For Jane's full electoral campaign details, please visit jane4mayor.com.

Here are some rules of engagement for the posts on this page:

1. No hate speech or bullying allowed.
2. This is not a place for debating policy. For specific questions, please email us at info@jane4mayor.com or fill out the contact form at jane4mayor.com.
3. No slander or excessive criticism of opponents.

Should someone violate these terms, their comment will be deleted and they may be temporarily or permanently blocked from the page. In such a scenario, we will still be available to respond to questions or concerns by the contact information above.

Appendix D: Other Resources

ACE Electoral Knowledge Network

aceproject.org

Assembly of First Nations (AFN)

afn.ca/index.php/en

BIPOC USHR

bipocushr.org

Black Cultural Society of PEI

bcspei.ca

Democracy Kit

democracykit.org

Elections Canada

elections.ca

Elections Data

sfu.ca/~aheard/elections

Elections PEI

electionspei.ca

Equal Voice Canada

equalvoice.ca

Federation of Canadian Municipalities

fcm.ca/home/programs/women-in-local-government.htm

iKNOWpolitics

iknowpolitics.org/en

Immigration and Refugee Services Association PEI

Irsapei.ca

Indigenous Services Canada

canada.ca/en/indigenous-services-canada.html

Inter-Parliamentary Union – Women in Politics

ipu.org/iss-e/women.htm

International Women’s Democracy Center

iwdc.org

Maritime Aboriginal Peoples Council (MAPC)

mapcorg.ca

Mi’kmaq Confederacy of PEI

mcpei.ca

National Democratic Institute: Women’s Political Participation

ndi.org/womens-political-participation

Native Council of Prince Edward Island

ncpei.com

PEI Advisory Council on the Status of Women

peistatusofwomen.ca

ResourceAbilities

resourceabilities.ca

She Should Run

sheshouldrun.org

Women and Gender Equality Canada

<https://women-gender-equality.canada.ca/en.html>

UN Women: Women’s Leadership and Political Participation

unwomen.org/en/what-we-do/leadership-and-political-participation

Appendix E: Women's Political Chronology

1758—1866	With few exceptions in the colonies that would later form Canada, the vote is a privilege reserved for a limited segment of the population — mainly affluent white men.
1867—1884	Canadian Confederation. In all provinces, there are three basic conditions for becoming an elector: being male, having reached the age of 21, and being a British subject by birth or naturalisation.
1888	Unmarried women in Charlottetown gain the right to vote in municipal elections.
1892	Unmarried women in Summerside gain the right to vote in municipal elections.
1899	Women gain the right to sit on school boards in Charlottetown and Summerside.
1918	Women over the age of 21 who are Canadian citizens gain the right to vote in federal elections, with the exception of First Nations women.
1922	Island women gain the right to vote in provincial elections, with the exception of First Nations women.
1929	After the famous “Persons Case” was heard before the British Privy Council (at that time the court of appeal for the Supreme Court of Canada), Canadian women were declared “persons” eligible to serve in the Senate of Canada.
1951	Hilda Ramsay (Co-operative Commonwealth Federation) is the first woman candidate to campaign for a seat in the Legislative Assembly of PEI.
1955	Elsie Inman is the first Island woman appointed to the Senate of Canada.
1960	First Nations people living on reserve gain the right to vote in federal and provincial elections without losing their registered status.
1960	Mary Bernard is the first woman elected chief of the Lennox Island First Nation.
1961	Mary Margaret Smith MacDonald (Progressive Conservative) is the first Island woman, as well as the first woman east of Ottawa, elected to the House of Commons.
1968	Dorothy Corrigan is the first woman elected mayor of Charlottetown.
1970	The Report of the Royal Commission on the Status of Women in Canada is tabled.
1971	Jean Canfield (Liberal) is the first woman elected to the Legislative Assembly of PEI.
1972	Margaret Bernard is elected first chief of the newly formed Abegweit First Nation.
1979	Frances Perry is the first woman elected mayor of Summerside.
1982	Leone Bagnall (Progressive Conservative) is appointed as the first female Minister Responsible for the Status of Women.
1983	Marion Reid (Progressive Conservative) is the first woman in PEI to hold the office of Speaker of the Legislative Assembly of PEI.

1990	Pat Mella (Progressive Conservative) is the first woman in PEI to be elected Leader of a provincial political party in a leadership convention.
1990	Marion Reid is appointed the first woman Lieutenant Governor of Prince Edward Island.
1993	Kim Campbell (Progressive Conservative) becomes the first woman Prime Minister of Canada.
1993	Catherine Callbeck (Liberal) is the first woman in PEI and Canada to be elected Premier in a general election.
1993	For the first time in history five women occupy the highest levels of government in PEI. PEI's Famous Five: From left to right: Speaker of the House Nancy Guptill, Lieutenant Governor Marion Reid, Leader of the Opposition Pat Mella, Premier Catherine Callbeck, Deputy Speaker Libbe Hubley.
2005	Sharon Labchuk becomes the first Island woman to found a political party (PEI Green Party).
2006	The percentage of women elected to the Legislative Assembly of PEI peaks at 26%.
2015	The first gender-balanced Federal Cabinet is appointed
2019	Chrystia Freeland (Liberal) is the first woman to be Minister of Finance of Canada.
2020	Annamie Paul (Green Party) becomes the first black woman to become leader of a major Federal Party.
2020	Senate of Canada achieves gender parity.

PRINCE
EDWARD
ISLAND

COALITION
FOR WOMEN IN
GOVERNMENT