



# Campaign Resource for Women

in the Northwest Territories

## Contact Information

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## Notes Before We Start

We would like to thank the Nova Scotia Advisory Council on the Status of Women for giving us permission to use material from their publication "Votes for Women: A Political Guidebook (Fourth Edition)" so generously. Many of the examples and suggestions in this booklet are from their resource and have been adapted for the NWT. We would also like to mention that though this book will mainly be focusing on territorial politics there is still a lot of very useful information for any public office you choose to run for.

# Quotable Women

## Wendy Bisaro, MLA Frame Lake\*

Why Run: I had been involved in organizations – political or otherwise – for a long time. I served 12 years on the YK #1 District Education Board, 6 years as a City of Yellowknife councillor, and it seemed a natural progression (sort of ...) to try to serve my Territory in the Legislative Assembly.

Advice:

- Start your campaign organizing early – no less than six months before election day.
- At least one year prior to the election, get active in the community or the riding – whether it is politically or through volunteer service. Try to get media coverage for your actions.
- Talk to as many people as possible in the riding – try to gauge your support. If you don't have someone's support talk to them, convince them you are the right choice.
- Be able to answer this question convincingly: "Why are you running for MLA?"
- Follow the Legislative Assembly proceedings. Develop a list of issues affecting your riding and the NWT, and have a written, clearly articulated position for each one.

## Jane Groenewegen, MLA Hay River South\*

Why Run: Running for MLA was a natural next step following many years of community involvement in various organizations. People asked me to run, and with a lot support from friends, family and constituents, I entered the first territorial election race.

Advice: My advice would be not to let a victory or defeat distract you from your fundamental commitment to & acknowledgement of the value of your contribution in whatever role you find yourself. Be prepared to win and be prepared to accept the possibility of losing. You win either way for offering yourself for service to the people of the north.

## Sandy Lee, MLA Range Lake\*

Why Run: It was my way of giving back to my community and country. I was born and raised in another country in an environment where I had very little opportunities for education or prosperity. Coming to Canada changed all that. I am grateful for the fabulous education I have received in the North and in great universities across Canada, not to mention the job opportunities I had. I wanted to be able to give back what I was given, and being an MLA where I am able to give all that I've learned and all that I have was an ideal fit for me.

Advice: If you have what it takes to take care of a family and hold down a job, run a small business, or volunteer in your community and you have strong beliefs and passion for what is needed in your community, you have what it takes to run and do the job. Women's voices are important. Just do it and give it your best shot.

\*Information from 2010 Rock the Vote Newsletter

## Tina Gargan, Mayor Fort Providence

Why Run: I wanted to run so that I could make a difference in my community. It is important to have all strategies at the table to come up with a balanced voice in the political arena

Advice: Be prepared in advance of running. Get your name out there early. Get your team in place. Your voice is important. Try it and give it your best attempt.

### Historical Quotes

The challenge is to practice politics as the art of making what appears to be impossible, possible.

~Hillary Rodham Clinton

I'm no longer accepting the things I cannot change... I'm changing the things I cannot accept.

~Angela Davies

Goals are dreams with deadlines.

~Dianan Scharf

Do the one thing you think you cannot do. Fail at it. Try again. Do better the second time. The only people who never tumble are those who never mount the high wire. This is your moment. Own it.

~Oprah Winfrey

We cannot all succeed when half of us are held back.

~Malala Yousafzai

You can and should set your own limits and clearly articulate them. This takes courage, but it is also liberating and empowering, and often earns you new respect.

~Rosalind Brewer

Leadership is about making others better as a result of your presence and making sure that impact lasts in your absence.

~Sheryl Sandberg

When women are at the table, a broader agenda is discussed, an agenda that looks out for all Americans, particularly those who are voiceless. Women's voices are not better than men's, they're different and the broader perspective that we bring often leads to better results. That's why I've been such an advocate for more women to run for office and make their voices heard.

~ Kirsten Gillibrand

You can't outwit fate by standing on the sidelines placing little sidebets about the outcome of life.

Either you wade in and risk everything you have to play the game or you don't play at all. And if you don't play you can't win.

~Judith McNaught

Only those who play win. Only those who risk win. History favors risk-takers. Forgets the timid. Everything else is commentary.

~Iveta Cherneva

## Why Run?

Women are good for our government and good for our territory. Having 100% of our people's voices represented leads to better policies, better laws, and better governance as a whole. As of the 2013 census women make up 49% of the NWT population meaning that the interests of 20,686 women & girls are represented by two women, neither of whom are aboriginal.

This is not to diminish the impact of our male MLAs, but a government of only men or only women cannot call itself representative. Both sides need an equal voice in order to offer a 360° lens on all issues. Only when gender is equal in the Legislative Assembly will we truly examine parts of a debate the way it relates to the whole.

By having more women run voters have more choice in voting for women. The best person for the job can shine through and we can ensure the next generation of women legislators have an easier road and more role models.

## Assessing Your Strengths

The decision to enter public life is a highly personal one, based very much on your personal circumstances. Do not dismiss the importance of your current job, your family, your finances, and your mental well-being. You must also reflect on the support you currently have from family, friends, and the community. Weigh these against your interest, ability, and commitment to contribute to public life.

On the other hand, don't underestimate what you have to offer. Women have been socialized to underestimate their abilities and strengths and have been conditioned to dismiss many of their skills as being irrelevant to the traditional "male" role of political activity. Research has found that women's confidence levels and political ambitions are lower than their male counterparts, even when they have all the skills, expertise, and experience. It is important to overcome this conditioning and to provide an honest inventory of what you may bring to the public arena.

Very often this assessment can be made easier with the help of a trusted confidante or mentor, or a candid friend who can be objective. Seek, too, the advice of current and former politicians, especially female leaders. Many are very willing to give advice and direction to potential newcomers. Don't discount male mentors as well. They can sometimes be your greatest champions.

## Things to Consider:

- You must be ready to make the commitment. Do not let anyone talk you into seeking office if you are not ready to make the commitment or if you feel you are not ready. Be aware that people have been known to encourage women to seek election in unwinnable ridings just to increase the number of female candidates on the ballot. This is especially true for federal politics.
- You must promote your values and goals to electors. This is key to a successful campaign. To that end, you must be prepared to aggressively and publicly outline your assets and downplay your shortcomings.
- You must have a good media campaign that reflects your objectives as well as your image. If you are not yet comfortable with publicity, consider professional media training. Maximize your reach by including both traditional and digital media in your plan.
- You must have a plan to deal with any embarrassing issues that may come to light. Most people will have something from their past that they would rather forget about. But in public life, such things don't stay forgotten. Develop a strategy to deal with such issues in an honest and open way that balances your privacy, the public's right to know, and your opportunity to succeed in an election. Seek the advice of a trusted mentor on the more personal and difficult issues.
- Keep in mind that half the battle is to know what the public knows about you. Do a quick "Google" search, polish up your social media accounts and ask around to make sure nothing takes you by surprise.

Use the following self-appraisal exercise to help assess your strengths. Adapt it to fit the type of political involvement you are considering and your personal situation. Ask your friends and family for their ideas. Once complete, share the results with your mentor to ensure you have not overlooked experience, skill, and competencies that you already have.



## Self-Assessment Exercise

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

<b>Patience Level</b>	<b>Needs Improvement</b>			<b>Personal Strength</b>	
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

Reporters and constituents may ask you inappropriate questions. You may be asked the same question many times. You may be called things that you do not appreciate. Can you remain calm when dealing with people whom you find annoying, malevolent or frustrating?

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<b>Leadership Skills</b>	<b>Needs Improvement</b>			<b>Personal Strength</b>	
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

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?

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<b>Public Speaking</b>	<b>Needs Improvement</b>			<b>Personal Strength</b>	
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

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? 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?

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<b>Stress Management Skills</b>	<b>Needs Improvement</b>			<b>Personal Strength</b>	
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

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

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	<b>Needs Improvement</b>			<b>Personal Strength</b>	
<b>Stamina &amp; Endurance</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

Are you able to work long hours under stressful conditions? Can you pace yourself? 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 election campaigns?

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	<b>Needs Improvement</b>			<b>Personal Strength</b>	
<b>Impact on Personal Life</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

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 family and friends 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?

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	<b>Needs Improvement</b>			<b>Personal Strength</b>	
<b>Political Know-How</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

Do you know how government works? Do you have adequate knowledge and understanding of the issues? Do you know where you stand on these issues? 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?

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	<b>Needs Improvement</b>			<b>Personal Strength</b>	
<b>Personable Skills</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

Do people generally warm up to you? Are you a good networker? Do you naturally connect the right people together to solve problems they might be having? Are you better at verbal or written communication? Do you find people are positive towards you when they have heard about you? Do people ask you for favors? Are you seen as involved in the community?

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	<b>Needs Improvement</b>			<b>Personal Strength</b>	
<b>Experience</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

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?



## Why Politics? Why Me?

Research shows that male and female candidates perform equally well during campaigns. Yet women remain under-represented, in part because fewer women put their names on the ballot. Researchers tell us that men continue to experience more freedom, comfort, and confidence to run for office.

Researchers also tell us that women are less likely to perceive a “fair political environment” and that this makes women less likely than men to pursue political involvement. Historically, politics have been male-dominated. Societal gender expectation, even today, seems to exclude women from the political arena.

Challenging and changing these perceptions are critical, because they are views that the voters may also hold about political candidates. Such views influence how they vote and may impact female candidates’ chances of winning an election. However, societal perceptions will not change unless the culture of politics also changes towards more gender equality, not only with fielding female candidates but also establishing women’s leadership and credibility.

Many female politicians recognize that one of the best ways to change the existing political culture is from within. Women must run for office - and get elected in representative numbers - if we want to influence our governments and mentor change within systems and culture.

So you are thinking about answering the call. Congratulations! That in itself is a big step. The following information will help you think carefully about the many facets of your decision to enter politics.

## The role of a Member of the Legislative Assembly (MLA)\*

MLAs are elected to represent one of 19 districts of the Northwest Territories called ridings or constituencies. MLAs represent their constituents at the territorial level.

MLAs help create and amend laws, act as spokespeople for their constituents, and help solve problems. It is the duty of an MLA to represent everyone in his or her riding, regardless of how they voted.

When they take office, MLAs swear a statutory oath. They are also bound to follow the Members' Conduct Guidelines found here [www.assembly.gov.nt.ca/meet-members/accountability](http://www.assembly.gov.nt.ca/meet-members/accountability).

In the course of their work in the House, Members typically:

- make statements in the Legislative Assembly about important issues;
- exchange ideas with other MLAs;
- ask questions of cabinet ministers to ensure accountability;
- state their views on legislation;
- introduce bills about issues important to the riding or the MLA;
- participate in standing committees which monitor and provide advice to ministers responsible in particular areas, such as social programs, economic development, or government operations;
- participate in special committees set up to deal with major issues;
- participate in Caucus, in which all members are included as equals regardless of their other roles as cabinet ministers, Speaker, or committee chairs;
- present petitions from the public in the House;
- meet with groups who have special concerns, or interest in specific areas;
- talk with the media to help keep the public informed;
- keep in touch with constituents to find out what they think about issues; and
- follow current events by reading reports, attending meetings and conferences, and monitoring the media.

While maintaining an active role in the community, Members typically:

- travel in their ridings often, and many live in their home communities. It is quite common for Members' families to remain there while the MLAs travel to Yellowknife to work in the Legislative Assembly.
- have at least one office in their riding where constituents can meet with them or speak with staff, discuss problems and get information about the Legislative Assembly or government agencies.
- respond to requests from constituents for information, or to help with housing, education, or many other matters. The Member can try to help solve the problem by speaking to the proper government department or minister. The MLA usually knows exactly who to call to avoid confusion and save time.
- are asked to open public buildings, make speeches to community groups, and attend performances or anniversaries. They generally attend as many as possible, as it helps them keep in touch with how people feel about various issues.

\*Source: Legislative Assembly's website [www.assembly.gov.nt.ca/meet-members/role-members](http://www.assembly.gov.nt.ca/meet-members/role-members)

## Think about potential conflicts of interest

Be aware that conflict of interest guidelines apply to political life at the territorial and federal levels and within some municipalities. These you must thoroughly understand and follow. Here is a link to the GNWT rules as it pertains to employee political activity.

[www.hr.gov.nt.ca/human-resource-manual/0000-code-conduct/001d-conflict-interest-political-activity](http://www.hr.gov.nt.ca/human-resource-manual/0000-code-conduct/001d-conflict-interest-political-activity)

## Think about your personal life

Consider how your decision to serve would affect your family and personal life. What sacrifices will you have to make? How do they measure up against what you hope to achieve? Do you have the time to commit to canvassing and events? Can you afford the time off work?

## Think about finances

Most people get involved in politics to contribute to society, not for personal gain. Compensation for municipal, territorial, and federal office is far below remuneration in the public and private sectors for positions with similar responsibilities, hours of work, travel, and so forth. As a matter of fact, in some municipalities and school boards, representatives are offered only a stipend or honorarium for the work they do. Before considering a political career, be sure to investigate compensation by checking with the appropriate office.

## Think about what you can offer

Do you think your community needs more senior centres, teen centres, parks, schools, or other amenities? Do you have concerns about violence against women, healthcare, the environment, education, or unemployment? Do you have ideas about how to address your concerns? Are you satisfied with the current representatives in your area?

Most people have definite, but broad, ideas about the way things should be done and how government should respond. Becoming a candidate requires that you more finely hone and define your ideas and develop a political agenda. What is your agenda? If partisan politics apply in your situation, which political party and platform best aligns with your thinking and priorities? Are you for keeping things the same? Reforming some particular facet of society? Bringing about broad social change? Know your own mind and how you hope to contribute to the public debate and political arena.

## Think about what you know

Whatever your agenda, the public and the media will expect you to be knowledgeable on a variety of issues. They will assess and judge you based on your awareness of and responses to the issues affecting your community and the territory as a whole.

## Think about what you stand for

It will be important to remain focused on 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.

## Think about how you will make yourself known

Voters will support the candidate who most consistently and clearly articulates their own views, and 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. Look for a riding you think you can win and where you know the issues and needs of the voters. Tip: Running in an open riding is sometimes the best.

### Mini Personal Checklist:

- I have taken care of my health care and legal needs (i.e. custody of children, medications)
- I have arranged for payments of monthly bills during the campaign
- I have bought or dry-cleaned warm clothes for door-to-door and meetings
- I have spent some quiet time with family and friends
- I have started walking on a regular basis and broken in a good pair of boots
- I have someone to watch my pets and plants if I am away
- I am prepared for negative campaign tactics (i.e. vandalism, lies, dirty laundry, rumors, etc.)
- I know why I am running and how I want to make a difference
- I have a plan for self care when things get tough
- I have a plan in place for childcare
- I am ready!

# Learning The Landscape

You may already know the benefits and shortcomings of the public education system, for example, but you will not know everything about all the issues to which you will be required to respond. 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.

## Understand jurisdictional responsibilities

One thing you must get clear early on in your political journey is jurisdictional responsibility. For example, education is a territorial issue while defense 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 appropriate elected representative or to a website or organization.

## Research current issues

You can use various strategies to increase your knowledge about and engagement in current issues. For example, you can monitor print and digital media on any particular issues. Do not discount social media from your voters either. If they are talking about it they probably want to know what your thoughts are on it. 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 as you continue on the campaign trail.

The importance of a mentor and “spheres of influence” become crucial to raising your awareness of the 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.

You must subscribe to or follow local news outlets, such as your local community, territorial and national papers. This includes following electronic news outlets for breaking news, including websites and social media. Whatever level of elected office you choose, keep informed and current on issues nationally, territorial, 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 monitor various media outlets and their social media accounts.

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 yourself as a candidate, you are campaigning wherever you go, all of the time.

The internet is a useful resource for gathering information, as is your local library. You will find a few useful websites in the Appendix of this book. Always keep up with the NWT Handsard to know what issues are being discussed in the legislative assembly right now. A recommended approach is to gather information from all sides of the issues, 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

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 concerned about.

Political involvement at the municipal level usually requires less of your time (although not always) and little requirement to travel outside your area. However, it usually provides no remuneration except a daily allowance for councillors for attending meetings or yearly honoraria for mayors.

Territorial-level political involvement requires MLAs to be in Yellowknife during periods the House is sitting - usually a fall and spring session, each two to four months long. This may mean traveling to and from Yellowknife while the House is sitting or having alternative living arrangements if travel is not an option.

At a 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. If you are from a community outside of Yellowknife you may have to maintain three residences.

### Municipal

Municipalities have jurisdiction (although not exclusively) over issues such as by-law officers, fire services, urban land use, housing, waste disposal, public transit, street maintenance, local industrial development, tourism, and school boards. Over the last decade, the lines between municipal and territorial jurisdictions have blurred to some degree.

Municipalities are also involved in promoting their cities and towns as locations for economic development, including local tourism, and encouraging the establishment of cultural and recreational programs. Municipal councils can contribute to day care, homeless and abused women's shelters, second-stage housing, emergency response, and coordination of some social programs.

The legislative bodies are generally small, involving a mayor and a varying number of councillors, depending on the size of the community. The main duty of municipal councillors is to attend council and committee meetings where decisions are made for the municipality. Some councils meet weekly, bi-weekly, or once a month, aside from committee meetings. Council members received a daily allowance for attendance, unless they receive set salaries. Mayors are responsible for presiding over council meetings and acting as spokespersons for the council. Honoraria or salaries for mayors vary considerably from municipality to municipality.

Councillors also act as advocates for their constituents and communities, answering their questions and addressing their needs with regards to municipal-related services.

## Territorial

The territorial government has jurisdiction over education, health care, housing, highways, energy, environment, labour, tourism, employment rights (such as parental leave and employment equity), social service, day care, status of women, culture, human rights and more.

Unlike provinces, the NWT has a consensus government rather than using a party system. It is essentially a parliament led by a permanent minority; there are 19 ridings that are elected every four years. Shortly after the election, all Members meet as a Caucus to set priorities for that Assembly. The Caucus remains active throughout their term as the forum where all Members meet as equals. Members elect seven Cabinet Ministers and a Speaker from their own ranks. Members who are not in Cabinet are referred to as Regular Members. They become the “unofficial opposition.” They are responsible, through questioning in the House and the work of standing committees, for holding the government accountable and responsive to the people of the Northwest Territories. MLAs also must act as ombudspersons and advocates for the needs of their constituents and community. This is often done through each MLA’s Constituency Office.

All legislation, major policies, and proposed budgets pass through the Regular Members’ standing committees before coming to the House. This gives Members a chance to make changes and put their “fingerprints” on initiatives before they’re made public, unlike in other systems. The 11 Regular Members also hold the balance of power, as only seven Cabinet Ministers are elected. Consensus government does not mean that unanimous agreement is necessary for decisions to be made, motions passed, and legislation enacted. A simple majority carries the vote.

The NWT has one of Canada’s youngest legislatures, next to Nunavut, and has changed frequently in its early years. Members were added and the Assembly’s responsibilities grew, but it was without a permanent home until 1993 when the current building was completed in Yellowknife right next to the museum and visitor’s centre.

Spending time in the visitor’s gallery when the House is sitting can be an effective way of learning the role each member plays. You do not need a visitors pass to access the gallery and tours are available upon request. In some areas, cable television channels carry the proceedings of the House when in session or you can access the Hansard. For more information about the House please go to:

[www.assembly.gov.nt.ca](http://www.assembly.gov.nt.ca)

## Federal

The federal government has jurisdiction over foreign affairs, national defense, aboriginal 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 and territories.

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

The 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. MPs that are not part of the government often carry critic responsibilities that shadow the Cabinet portfolios, and hold the Ministers to account at the House.

Likewise, MPs also act as ombudspersons and 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 and health care - involve all levels of government. Be sure you are knowledgeable on the interconnectedness of policy, programming, and funding in these areas at the four 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 that much easier.

# Test Your Knowledge

Pretend you are running for MLA and are canvassing door-to-door. Below there 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 next page.

1. My neighbor 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 the RCMP a few months back, but they said they couldn't do anything about it. What can you do to help me?

Municipal

Territorial

Federal

What would you say? \_\_\_\_\_

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

Municipal

Territorial

Federal

What would you say? \_\_\_\_\_

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3. I became a Canadian citizen this year! My dad's really sick so I'd like to bring my parents over to live with me. Can you help me do that?

Municipal

Territorial

Federal

What would you say? \_\_\_\_\_

---

4. My property taxes went up to the moon this year! I don't know how I'm going to pay it, and I really don't know why they need to be that high. Do you know?

Municipal

Territorial

Federal

What would you say? \_\_\_\_\_

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

Municipal

Territorial

Federal

What would you say? \_\_\_\_\_

6. I need to see a specialist in Edmonton for my medical condition, but my family doctor won't make the referral. She says I can wait to see the specialist they come up here every three months. I've been waiting for six months now and still don't have an appointment. What are you going to do about that?

Municipal

Territorial

Federal

What would you say? \_\_\_\_\_

## 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? I could get a contact number with someone from the City that deals with zoning if you want me to.
2. Territorial: We have a Maintenance Enforcement Program (MEP) in the NWT that helps children and families by monitoring, enforcing and collecting support payments. Residents of the NWT can register with the program if they have a court order or agreement for support by completing a registration package and returning it to the MEP Office. There is no cost for registration or for MEP's collection services. I can get you the number or the website if you like.
3. Federal: Congratulations! I'm happy to hear you like Canada and I hope that your dad gets better. Have you been in touch with the immigration office? There is only one for the whole territory so sometimes they are hard to get a hold of. If you can't get an answer there the next best person to contact would be your MP. Here is their number \_\_\_\_\_.
4. Municipal: The reason why property taxes for Yellowknife went up significantly was because they had not been assessed within the past 10 years or so. There is an appeal process that you can go through to make sure that your property was assessed properly. I can get you the website or the person to contact regarding the appeal process. They also have an interest-free tax payment plan if you want to sign up for it, you just need to call \_\_\_\_\_. As for where the money goes you can look at the municipal budget or call City Hall to get a break down on what property taxes are used for.
5. Federal: Wow it's too bad you didn't keep those receipts. Sometimes it's hard to keep track of that stuff. Do you have an accountant? Sometimes it's best when your information and the federal government's information don't match to hire one so they can sort out the issue. You have to do it pretty quick because they will start charging you interest if you owe them money. I can get you the name of a really good accountant or if you would like to talk to someone that could explain things a little better you could try this number \_\_\_\_\_. That's the Service Canada number.
6. Territorial: I hope it's not too serious if you have had to wait that long. I would get in contact with the \_\_\_\_\_ Manager and see what they suggest you do regarding your treatment. I can get you that number. It may mean that you need to visit your doctor one more time and request a second opinion in order to be referred but the Manager should know the exact process and what policy they are going by. If you still have issues please give me a shout and we will try another route. You deserve to get the treatment you need.

## Qualifying as a Candidate

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

**Table 1**                    **Qualifying as a Candidate**

	<b>Municipal</b>	<b>Territorial</b>	<b>Federal</b>
<b>Minimum age on polling day</b>	18	18	18
<b>Citizenship</b>	Canadian	Canadian	Canadian
<b>Residency in electoral district</b>	Yes, 3 months in municipality	No, see act	No, see act
<b>Other requirements</b>	Yes, see act	Yes, see act	Yes, see act
<b>Deposit</b>	\$200 (max)	\$200	\$1,000
<b>Number of nomination signatures</b>	At least 5 qualified voters	At least 15 qualified voters	100 or 50, see act
<b>Appointment of official agent</b>	Required, see act	Required	Required
<b>Statement of Party affiliation &amp; confirmation</b>	None	None	Required
<b>Nomination day</b>	See MACA*	See Election NWT**	See Elections Canada***
<b>Usual polling day</b>	See MACA*	See Election NWT**	Monday
<b>Campaign period</b>	Approximately 8 weeks	Approximately 4-5 weeks	36 days minimum
<b>Usual time between elections</b>	4 years	4 years	4 years
<b>Limits to campaign spending</b>		See act	See act

\*[www.maca.gov.nt.ca/home/for-community-governments/election-information](http://www.maca.gov.nt.ca/home/for-community-governments/election-information)

\*\*[www.electionsnwt.ca](http://www.electionsnwt.ca)

\*\*\*[www.elections.ca](http://www.elections.ca)

# Partisan Politics vs Consensus Politics

## Partisan Politics

If you are considering political participation in 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 do not know each party platform, you may check out each party's websites, or call party or caucus offices and ask for their literature. Speak to or email a researcher or information offer for detailed information. (See Appendix for more information.)

Political parties welcome volunteers in a variety of roles, during elections or not. You can learn more about what may be available by contacting them. Volunteering is one of the best ways to become familiar with the party structure, platform, and various components of a campaign as each party conducts their own election 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.

Some political parties maintain active women's organizations that support their female members and encourage other women who may be interested in politics. Some women's organizations within the political party system provide funding and other supports to women entering politics at the federal level. More information on how to access this funding appears in the Appendix.

## Consensus Politics

When you run for territorial office you are essentially running as an independent. This is almost unknown in federal politics, although it is growing in popularity as people distance themselves from party structures. There are advantages and disadvantages to this system. Some of the disadvantages is that you have no party funds or resources behind you and you do not have a set party platform or research to fall back on. This can also be seen as an advantage as you do not have to "toe the party line" and are not affiliated with anything negative the party itself may have picked up. You are on your own and left to create your team your way with your values and beliefs at the forefront.



# Securing a Territorial Nomination

From here on out we will mainly be focusing on territorial information, however many skills are transferable to other campaigns. In the NWT, an individual may run as a territorial candidate in an election if, on the day their nomination paper is filed at the Office of the Returning Officer, they are:

- a Canadian citizen
- 18 years of age, and
- a resident of the NWT for the past 12 consecutive months

An individual is not eligible to be a candidate if they are:

- imprisoned in a correctional institution
- convicted of a Major Election Offence in the previous five years
- a sitting member of the Parliament of Canada or of a territorial or provincial legislative assembly
- the Chief Electoral Officer

## Nomination

- Nomination packages are available from the returning officer in each electoral district after the writ is issued. Packages are also available from other authorized persons in communities without a resident returning officer.
- Candidates are not required to live in the electoral district in which they intend to seek election.
- Nomination forms must be signed by at least 15 eligible electors who are ordinarily resident in the district in which a person intends to run. We encourage prospective candidates to collect more signatures than the required minimum.
- Prospective candidates must appoint an official agent and include the appointment documents in the completed nomination package.
- Completed nomination papers and a deposit of \$200 must be submitted to the returning officer or other authorized person in the electoral district in which the candidate intends to run. Forms must be submitted in person: facsimiles or electronic submissions will not be accepted.
- The returning officer or other authorized person will issue a receipt as proof of nomination. Keep this receipt.
- Prospective candidates are encouraged to file early to avoid any last-minute complications.

## Photograph of Candidate

- Candidates who wish to have their photograph printed on the ballot must submit a photograph with the nomination package. The photograph must be a recent image, taken within the past 12 months, from a frontal view, alone, head uncovered unless the prospective candidates' religion or medical condition requires head dress.
- If submitting a photograph, candidates are encouraged to do so using a digital format.

## Withdrawal of Candidate

- A candidate's withdrawal form must be signed by the candidate and witnessed by two eligible voters from the electoral district and submitted to the Returning Officer or designated election officer.
- Candidates who withdraw forfeit the \$200 deposit.

# Putting Your Team Together

The earlier you know you want to run for office, the better. Six months to a year is good lead time. Ideally, you should have your campaign team in place about six months before the election.

Identifying the right people to fill key positions on your campaign team may be the most critical element of your election-readiness. You need people who are committed, dedicated, trustworthy, hard-working, and able to volunteer a great deal of time during the campaign period. Make sure you are strategic when forming your team. You want the right person in the right position as nothing is worse than someone on your team with excellent skills that are not being used and they are unhappy for it.

Try to get individuals from various community groups and organizations to work on your team to ensure that you have a broad and diverse representation within your constituency. Don't limit your campaign team to just neighbors. Diversify your team to enhance your support base and improve your understanding of the various perspectives on issues. Broad support is critical. Keep in mind you can use students who need COMM hours and remember to sign off on their sheets. Parents tend to vote if you help their kids and it never hurts to ask your constituents if you know they have children if they need hours. It is great to expose youth to politics early so we can have future politicians learning the ropes.

The following are some positions and responsibilities you should consider when building a campaign team, if you want to mount an effective election campaign. Of course, the number of individuals filling these positions will vary depending on the size of your campaign and the level of government for which you are seeking office. The more people you have volunteering for your election campaign, the more voters you can reach and identify to vote for you. More volunteers will also ease the workload and pressure, both for you as the candidate and the rest of your campaign team. Expanding your team will also reduce the risk of having one individual responsible for everything, which can jeopardize your campaign if they are unavailable when needed. Please keep in mind some of the following positions can be doubled up or amalgamated.

## Official Agent (required by law)

At the territorial 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. Choose someone who is well-organized with a bookkeeping or accounting background. It also helps if this person is well known throughout the community as their name must appear on all of your signage and advertising. Keep in mind an official agent cannot be a candidate, a returning officer, a poll clerk, or an employee of the GNWT.

## 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. Be sure to choose someone you respect and get along with, who can give you both praise and constructive criticism, is trustworthy, and has good organizational and people skills.

## **Finance Coordinator/Fundraiser**

Responsible for the bookkeeping and fundraising. This person should have connections, in particular with potential funding sources and should be meticulous in keeping records. This person will need to work closely with the Official Agent and be aware of all rules associated with campaign expenses.

## **Volunteer Coordinator**

Recruits, manages, and looks after volunteers in your election campaigns. This person assigns volunteers to different tasks in the campaign, 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 canvasses the electorate by phone or door-to-door. This person would also help orient volunteers so that they know not to walk on peoples grass, be mindful of dogs, what to say, etc.

## **Canvassing Coordinator**

Finds people and assigns them to canvass households in the polling district, either door-to-door or by telephone. Strategically plans where to canvass and when. This person 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. The coordinator collects all this information and consults with the campaign team about updating databases with the collected information and planning follow up actions. 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 Researcher to action later if needed.

## **Campaign Headquarters Office Manager**

Looks after the campaign headquarters, including replenishing 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 is important in identifying your supporters and getting the vote out.

## **Communications Coordinator**

Arranges for appointments for media interviews and prepares news releases in conjunction with the candidate, campaign managers, and researcher. Also schedules and designs all advertising and article submissions for newspapers, radio, and television. This person also handles all digital advertising, such as the campaign's website, and monitors and supports the candidate's social media accounts.

## **Signs Coordinator**

Supervises the ordering and installation of posters, lawn signs, billboards, etc. and organizes the clean-up crew to remove campaign material (required within a certain time period) after the election. They monitor current signs for vandalism, theft or if they have fallen down and replace them within a very short time period. Things to keep in mind are permafrost, weather, snow removal, and peeling paint.

## **Researcher/Information Officer**

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. Also monitors newspaper stories, relative to the campaign and issues.

## **Poll Coordinator**

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**

Organizes the scrutineers' schedules on Election Day, organizes drivers and childcare for voters who need them. This person would have volunteers calling every identified voter to get them to the poll and have helpful solutions available if they are unable to make it. Even dog sitting if need be. They would post polling results in the campaign headquarters as they become available and organize 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 working on your team. They can help with canvassing and identifying the vote as well as the 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 and led by the same person. Volunteers are increasingly difficult to find for political campaigns, and, in some cases, workers are paid a stipend or salary for their contribution. Whether you can afford to pay your workers depends on the health of your campaign finances.

# Running a Campaign

## Canvassing

One of the most important activities for any candidate in any election at any level is the door-to-door canvass. The one-on-one connection to the voter is critical to lend the personal touch to your platform and views. While many constituencies or ridings are large geographically, you should make every effort to visit each household at least once. A second visit is desirable, particularly in areas with large numbers of undecided voters. You will need a team of well-spoken representatives to join you for the canvass. Ideally your team will be trained with a canvassing script and will be familiar with who you are as a candidate and your main messages and platform. Your team should be able to identify supporters who will vote for you on Election Day.

The candidate and volunteers should never go door-to-door alone. Be mindful of safety considerations, including house pets such as dogs. Some candidates have brought pets treats as a way of showing you care about animals. Be mindful as well that some voters may intend to keep you there for a long time, in order to delay you from getting to other households if they support your opponent. As for timing, don't canvass early in the morning, after 9pm, or at mealtimes, as you don't want to irritate the voters whose support you are seeking.

The whole purpose of the canvass is to share your views and allow voters to ask questions about your plans for the community and your stand on various issues. Take pamphlets with you that summarize who you are and where you stand. If no one is home, leave literature in the mailbox or on the door latch so voters know that you took the time to visit their area.

Keep a written record of homes you and your team have visited. Track whether the voters in those homes will support you or your opponent, or remain undecided. The door-to-door canvass is also your opportunity to ask if the voter will display a lawn sign on your behalf.

This is also the best time to inform families that want to vote for you with students that are off at postsecondary or have elderly in their care about voting options such as mail in ballot, proxy voting and advance polling options. This may be a good time to make sure that everyone in the household has been registered to vote.

Note that while some campaigns include phone-based canvassing, elected candidates have continuously attributed their success to their door-to-door canvassing.

## The Voters List

The most important thing you will ever get for your campaign is the voters list. Know that you will live and breath this list for the rest of your campaign. Things to remember about this list are that it is not perfect and that you will constantly be making notes as to who has moved in or out of your riding, who needs to register and who needs to know about special ballot options. A tip for keeping the list manageable is using a database such as: [nationbuilder.com](http://nationbuilder.com)

Also splitting up the riding list into sections for your volunteers to cover certain areas can make signs, handouts, follow-ups, calling, etc. more manageable and as up to date as possible. Many hands make light work.

## Knowing your Opponents

It is important to know the strengths and weaknesses of your electoral opponents and to be aware of their positions on the concerns of voters, particularly where they are different and where they agree with your beliefs and values. There may be few ideological differences between candidates. Especially in cases of party nomination, when it is even more important to clearly formulate for the party membership what it is that makes you a different and viable choice.

Gather information about other candidates from media reports, public meetings, materials published by candidates, and their social media accounts. Make sure a member of your campaign team or a supporter is able to attend each public event, ask questions, and report back to you or your campaign manager about what the other candidates have to say.

Do not go to any public meetings or debates without as many supporters as you can muster. Their role is two-fold: to ask difficult and challenging questions of your competition and to ask you questions that give you an opportunity to outline your views and share your message as the winning candidate.

## As a Candidate you will be news

Next to the door-to-door canvass and understanding the views of your opponents, it is critical that you appreciate that as a candidate you will be news. As soon as you announce your candidacy, the media and the public will want to know what you have to say about the issues central to the campaign. You must be prepared in advance of your announcement to respond to any manner of questions concerning the local issues, your party's platform, and the broader issues facing the community, province, or country. Make sure you are comfortable responding to the issues before you announce your candidacy. Once again, a trusted mentor, someone with experience in politics, can be a good sounding board and provide feedback on how you respond under pressure. Media training is also advisable. Media training will help you effectively deliver your message and effectively present yourself in front of the media, through techniques such as hand gestures and voice projection.

As you are about to announce your candidacy, prepare a biography that outlines your background, career history, general goals, and any personal information (family) you wish to share. A standard resume is also important to have on hand. These are items that you can give to the media or members of the public looking to learn more about you and your views. It will also eliminate the need for you to repeat your story over and over again and risk leaving out important factors about your qualifications. For incumbents be prepared to share and, at times, defend your record as a public official. For new candidates, you will want to highlight why you are the winning choice and what you can bring to the table as an elected official.

If the media asks you a question you find objectionable or too personal, do not feel obligated to answer it. Handling the media is a skill you need to develop as both a candidate and a politician. If you are asked questions about issues and you don't have an answer, say so. Don't try to pretend you know the facts when you don't. Most reporters and voters will respect a candidate who is honest and up front 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 Media

The relationship between the media and the candidate is an interdependent one. 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. While a candidate must always be aware of what is being shared to the media and be mindful of how the media spins or presents what's shared to them, as a candidate, you must develop positive and professional relationships with all members of the media to ensure that your position on the issues are articulated fairly and accurately throughout the campaign.

Updated media lists should be maintained before an election with names, addresses, telephone numbers, and e-mail. This includes local, provincial, and national media outlets in all its forms, including print, electronic, radio, and television. It is best to be as specific as possible and include reporters, columnists, and commentators that way you can be sure that press releases and other notices get to specific individuals rather than ending up in the general newsroom file where it can be easily overlooked or forgotten.

Keep in mind that if you are running federally the party leaders will dominate most of the election coverage locally, provincially, and federally, and you will have to be on good terms with reporters, commentators, and columnists who, along with their editors, will determine what and how much to write about you and your local campaign. Interacting with local reporters on social media is one way to reach and garner interest from the local media and beyond. However, just like traditional media, you must be aware of your social media content to ensure you are managing your messages strategically to your benefit as a candidate. Bloggers or Vloggers that are followed locally can also be great places to get your message out.

It will become fairly obvious early on which reporters are supportive of you or the issues you focus on. These relationships should be cultivated and maintained in a professional and cordial manner. 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 and are having difficulty conveying your message.

Do not assume that the reporter who interviews you or asks you questions is knowledgeable on the issue or trying to deliberately trip you up. While this may be the case, reporters tend to be generalists and not experts on every issue. They likely have had little time to do research or gather background material in advance of the assignment, so anything you can provide by way of background is helpful and makes the job of getting the story that much easier. This will also allow for a relationship of trust to build, and both reporter and candidate can benefit. It is helpful to know in advance what issues the reporter is calling about. Have your research officer provide you with as much information as possible before you speak to the reporter, including what your opponents may be saying about the 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.

## The News Release, The Press Conference

Most of the time, the media will be pursuing the candidate for reaction to an issue or event that may have an impact on the campaign. There will, however, be times when the candidate has something to say on an issue and wants coverage. There are two fundamental techniques for this purpose: the news release and the press conference.

Neither one of these should be entered into lightly or superficially, and never issue a release or conduct a press conference unless you have something important, new, and/or highly relevant to say. Overuse of the news release and press conference 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 press releases to one page, double spaced, with just enough information to pique the interest of reporters. Too much detail in a release may cause the reporter not to bother to contact you for direct comment. Worse still, the release may end up in the newsroom garbage because reporters simply do not have time to read pages and pages of information. (See sample release in Appendix 3).

A news conference must be reserved for major announcements. This may include the announcement of your candidacy or major developments that have a direct impact on the community. Like too many press releases, too many news conferences tend to erode the credibility of the candidate. 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. For this reason the news conference must be used sparingly. A press advisory should be sent in advance to let news outlets know when and where the news conference will be held and provide a general idea about its content.

The location of the press conference should take into consideration equipment and space requirements of the media. A microphone that all media can plug into makes their job easier. If you expect television reporters, consider the space requirements for a video camera and tripod. News conferences that can be held outdoors make more interesting visuals for television and lighting does not need to be set up. Given the North, that might not be an option so think windows, lots of them.

At a press conference the candidate should read a brief, clear, and concise statement and then open the floor to questions from the media. If the candidate has other participants in the news conference, their statements should also be kept brief and vetted by the campaign team for accuracy and compatibility. Often times, especially in federal campaigns, a visit in your local area by the party leader garners media interest. So build an event with a press conference around that opportunity.

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. Some reporters may wish to do a more in-depth interview and that should be arranged for after the news conference as a one-on-one session. Again, the rule applies that if you do not know the answers, 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.

## **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 your opponents. Some tips with forums are to do your research and practice being as precise, substantive and as positive as possible. You are not often given long to talk. Stick to your main three or four key 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 changes. It is good to have a little cheat sheet and note pad with you just in-case you lose track.



## Estimating the Cost of Running

Research has found that women experience more difficulties in raising funds for their political campaigns. Women also generally have less disposable income to make the initial investment in their campaigns, and may have less access to financial supporters by virtue of more limited social networks.

Municipal level campaigns can be run on a limited budget with the exception of mayoral and amalgamated municipality campaigns. Unlike federal elections, there are no party campaign funds for candidates and fundraising is left almost entirely up to the individual and her campaign team. This is also true for territorial campaigns. Also, municipal campaign donations are not tax-deductible like territorial or federal donations are, which can be a disincentive to financial contributors.

Federal elections can be very expensive and, necessarily, must include an organization and management strategy that calls for greater spending. 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 organization. The amounts available will depend on the party and the riding association where you will be the candidate, because funds are usually raised by the local party association in preparation for an upcoming election. Make sure you are clear at the outset what your personal financial responsibility will be, and the campaigning limits and associated rules for both your nomination and elections campaign. As for your team, set a goal to fundraise as much as possible before the election writ begins so that you can focus on campaigning instead of raising funds during that time.

Territorial elections for the NWT are very different than provincial politics as we have consensus government which means that we do not run by a party system. Therefore each candidate is running as an independent much like in a municipal election but with larger budgets. Depending on your riding you may have to work travel into your budget too. You need to have an official agent to receive any donations, and you cannot except funds before the writ is dropped.

One of the best ways to determine how much money you need to run a successful campaign is to look at the returns for the last election at the level of government that interests you, and to check the appropriate elections act and the associated limits. 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 your specific riding. Although expenses will vary from riding to riding, party to party, and individual to individual, you will get a general sense of how much it will cost to be competitive.

On the following page 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 appropriate level of government. You will need to determine which expenses are necessary, which would be beneficial if you have enough money, and which would be nice to have if you have the resources in your campaign.

Obtain realistic estimates - don't guess. Call (or have the appropriate 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 stores, phone company, and so on. Look for opportunities for bulk purchasing and combined pricing and try to shop local when you can.

## TABLE 2 WORKSHEET

### Estimating 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 photo of candidate			
Posters (graphic design and print)			
Lawn signs			
Newspaper ads			
Website			
Mail out #1 (For example, candidate biography, platform and key messages)			
Mail out(s) (For example, identify content and what neighbourhoods to distribute them)			
Postage (mail outs x # households x cost of postage)			
Campaign Headquarters rental			
Office furniture rental or purchase			
Office supplies			
Telephone/cellphone, Internet, TV/Cable			
Utilities (For example, water, heat, electricity)			
Other expenses (For example, food for volunteers, caregiving)			
Transportation (For example, gas for door-to-door canvassing)			
News conference/other town hall event			
Thank you advertising			
Other staff/consulting fees			
Travel expenses (when appropriate)			
Promotional items			
Brochures			

# Identifying Funding Sources and Fundraising

Candidates usually have three sources of campaign funds: party contributions (if you are a federal candidate), individual contributions, and their own personal investment. If you are the party's nominated candidate, you will have the support and the experience of the party organization and its fundraising committees, as well as access to funds that may have accumulated since the last election from your particular riding association.

Depending on the level of government, different rules apply. In municipal politics, companies and organizations may donate to candidates. In federal elections, only Canadian citizens can donate, within limits to both contribution amounts and residence requirements outlined in legislation. In territorial elections, only Canadian citizens and corporations, associations, and organizations operating in the NWT can donate. Donations to municipal candidate may come from either an individual or a corporation. Make sure you understand the rules that apply to your situation.

Also, depending on the level of government and party organization, different methods of fundraising may be traditional in your area. Auctions, car washes, and dinners all remain effective ways of raising money. They also serve as a way to introduce yourself and 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.

Other fundraising strategies depend to a larger extent on direct solicitation from individual supporters through phone calls or emails. If federal, 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 territorial candidates are eligible for income tax breaks (and subject to donation limits). Donations to municipal candidate are not tax refundable, and are not subject to donation limits.

## Are You Ready 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 and campaign manager
- I have my team
- I have a budget
- I have a fundraising plan
- I have a media plan
- I have my contact information set up (i.e. website, social media, phone, fax) and established a campaign office
- I have insurance for the office
- I have signs and promotion items designed, ordered, printed and ready
- I have met with community groups
- I have an updated photo of myself along with a resume and biography if asked
- I have a voters list and a database or some way to organize "yes, no, maybe" voters
- I am aware of the several different ways people can vote and am able to let every "Yes" voter know how to register to vote, advanced poll options and rides or sitters if needed.
- I am doing this for the right reasons
- I am ready!

## Election Day

This will be the most intense day of the campaign and yet the day that you can do the least. Go in and vote for yourself and then make yourself scarce. You do not want to be seen lurking around any 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 this day it's up to your team and your voters.

Beforehand make sure that your campaign office knows what to do. 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, or to look after pets, children or coffee. It is your team's job to make voting the easiest thing your "Yes" voters could 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, 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 done there are still a few things that you must do according to law before you can say it's all over. For territorial candidates you must attend or get someone to attend the Official Addition, you must file your financial return within 60 days of the election and you have to have all your signs down and cleaned up within 14 days after the election.

Keep in mind that sending thank you's to all those that helped you throughout your campaign (win or lose) is a great idea. Hosting a "Made it Through" party is a nice way to maintain morale and keep all those that helped you in good spirits.

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

## Every Best Wish ...

We firmly believe that many women in the NWT have much to offer in public life. Whether it is skill, ability, education, life experience, or commitment, women are needed to balance public discourse decisions made by our elected chambers. Substantive representation of all northerners is not only good for democracy, but is also good for public policy and governance.

While we recognize that there may be many obstacles, barriers, and challenges to this career choice, we 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 NWT women in all their diversity would consider public service and engage in our territories political process. We wish you all good luck as you run for office, today and in the future.

# History of Women MLAs in the NWT

## Current Assembly (17<sup>th</sup>)

# Ridings	Women	Name	Riding	Minister
19	2	Wendy Bisaro	Frame Lake	N/A
		Jane Groenewegen	Hay River South	N/A

## 16<sup>th</sup> Assembly

# Ridings	Women	Name	Riding	Minister
19	3	Wendy Bisaro	Frame Lake	N/A
		Jane Groenewegen	Hay River South	N/A
		Sandy Lee	Range Lake	<ul style="list-style-type: none"> <li>• Health &amp; Social Services</li> <li>• Status of Women</li> <li>• Disabilities</li> <li>• Seniors</li> </ul>

## 15<sup>th</sup> Assembly

# Ridings	Women	Name	Riding	Minister
19	2	Jane Groenewegen	Hay River South	N/A
		Sandy Lee	Range Lake	N/A

## 14<sup>th</sup> Assembly

# Ridings	Women	Name	Riding	Minister
19	2	Jane Groenewegen	Hay River South	<ul style="list-style-type: none"> <li>• Deputy Premier</li> <li>• Health &amp; Social Services</li> <li>• Status of Women</li> <li>• Disabilities</li> <li>• Seniors</li> </ul>
		Sandy Lee	Range Lake	N/A

## 13<sup>th</sup> Assembly

# Ridings	Women	Name	Riding	Minister
24	1	Jane Groenewegen	Hay River South	N/A

## 12<sup>th</sup> Assembly

# Ridings	Women	Name	Riding	Minister
24	3	Nellie Cournoyea	Nunakput	• Premier
		Jeannie Marie-Jewell	Thebacha	N/A
		Rebecca Mike	Baffin Central	N/A



## 11<sup>th</sup> Assembly

# Ridings	Women	Name	Riding	Minister
24	2	Nellie Cournoyea	Nunakput	<ul style="list-style-type: none"> <li>• Premier</li> </ul>
		Jeannie Marie-Jewell	Slave River	<ul style="list-style-type: none"> <li>• Social Services</li> <li>• Personnel</li> <li>• Women's Secretariat</li> <li>• Highway Transport Board</li> <li>• Workers' Compensation Board</li> <li>• Youth</li> </ul>

## 10<sup>th</sup> Assembly

# Ridings	Women	Name	Riding	Minister
24	2	Nellie Cournoyea	Nunakput	N/A
		Eliza Lawrence	Tu Nedhe	N/A

## 9<sup>th</sup> Assembly

# Ridings	Women	Name	Riding	Minister
22	2	Nellie Cournoyea	Nunakput	N/A
		Lynda Sorenson	Yellowknife South	N/A

## 8<sup>th</sup> Assembly

# Ridings	Women	Name	Riding	Minister
15	0	N/A	N/A	N/A

## 7<sup>th</sup> Assembly

# Ridings	Women	Name	Riding	Minister
10	1	Lena Pedersen	Central Arctic	N/A

## 1<sup>st</sup> - 6<sup>th</sup> Assembly

# Ridings	Women	Name	Riding	Minister
N/A	0	N/A	N/A	N/A

\*Vivian Roberts was the first women candidate to run in a territorial election in 1951

# Last Territorial Election

## Current Assembly (17<sup>th</sup>) Candidates

Riding	Winner	2 <sup>nd</sup> Place	3 <sup>rd</sup> Place	4 <sup>th</sup> Place	5 <sup>th</sup> Place
Deh Cho	Michael Nadli <sup>(394)</sup>	Michael McLeod <sup>(226)</sup>			
Hay River North	Robert Bouchard <sup>(363)</sup>	Roy (Slim) Courtoreille <sup>(265)</sup>	<b>Beatrice Emily Lepine</b> <sup>(133)</sup>		
Hay River South	<b>Jane Groenewegen</b> <sup>(465)</sup>	Marc Miltenberger <sup>(339)</sup>			
Inuvik Boot Lake	Alfred Moses <sup>(216)</sup>	Chris Larocque <sup>(211)</sup>	Grant Gowans <sup>(63)</sup>	Paul Voudrach <sup>(18)</sup>	
Inuvik Twin Lakes	Robert C. McLeod				
Mackenzie Delta	Frederick Blake Jr. <sup>(190)</sup>	Taig Connell <sup>(150)</sup>	Eugene A. Pascal <sup>(127)</sup>	<b>Mary Clark</b> <sup>(89)</sup>	<b>Glenna Hansen</b> <sup>(66)</sup>
Nahendeh	Kevin Menicoche <sup>(430)</sup>	<b>Bertha Norwegian</b> <sup>(132)</sup>			
Monfwi	Jackson Lafferty <sup>(739)</sup>	<b>Bertha Rabesca Zoe</b> <sup>(600)</sup>			
Nanakput	Jackie Jacobson <sup>(312)</sup>	Eddie T. Dillon <sup>(199)</sup>			
Sahtu	Norman Yakeleya <sup>(463)</sup>	Rocky E. Norwegian <sup>(312)</sup>			
Thebacha	J. Michael Miltenberger <sup>(522)</sup>	Peter Martselos <sup>(434)</sup>	<b>Jeannie Marie-Jewell</b> <sup>(271)</sup>		
Tu Nedhe	Tom R. Beaulieu				
Frame Lake	<b>Wendy Bisaro</b> <sup>(328)</sup>	Duff Spence <sup>(240)</sup>	Bernard Leblanc <sup>(30)</sup>		
Great Slave	Glen Abernethy <sup>(476)</sup>	Patrick Scott <sup>(266)</sup>			
Kam Lake	Dave Ramsay <sup>(356)</sup>	Darwin Rudkevitch <sup>(118)</sup>	Victor Mercredi <sup>(45)</sup>	Bryan Sutherland <sup>(28)</sup>	
Range Lake	Daryl Dolynny <sup>(277)</sup>	David Wasylciw <sup>(210)</sup>	Beaton Mackenzie <sup>(167)</sup>	Norman Smith <sup>(64)</sup>	
Weledeh	Bob Bromley <sup>(624)</sup>	Mark Bogan <sup>(79)</sup>			
Yellowknife Centre	Robert Hawkins <sup>(427)</sup>	<b>Arlene Hache</b> <sup>(312)</sup>			
Yellowknife South	Bob McLeod				

\*9 female candidates in 8 ridings

# Appendix 1

## GOVERNMENT RESOURCES

### For local information on a federal party:

#### **The Green Party**

[www.greenparty.ca](http://www.greenparty.ca)

email: through website

#### **The Liberal Party**

[nwt.liberal.ca](http://nwt.liberal.ca)

email: [nwtfla.membership@gmail.com](mailto:nwtfla.membership@gmail.com)

#### **The New Democratic Party**

[www.ndp.ca](http://www.ndp.ca)

email: [info@nwtndp.ca](mailto:info@nwtndp.ca)

#### **The Progressive Conservative Party**

[nwtconservativeparty.ca](http://nwtconservativeparty.ca)

email: through website

### For information on the *NWT Elections Act* and territorial government:

[www.electionsnwt.ca](http://www.electionsnwt.ca)

Chief Electoral Officer: Nicole Latour

1.800.661.0796 Toll Free

920.6999 Yellowknife

[electionsnwt@gov.nt.ca](mailto:electionsnwt@gov.nt.ca)

3<sup>rd</sup> Floor, YK Centre East

#7, 4915-48<sup>th</sup> Street

Yellowknife NT X1A 3S4

Office hours 8:30am - 5:00pm

#### **NWT Legislative Assembly**

[www.assembly.gov.nt.ca](http://www.assembly.gov.nt.ca)

### For information on school boards:

[www.nwtta.nt.ca](http://www.nwtta.nt.ca)

President Gayla Meredith

1.867.873.8501

[nwtta@nwtta.nt.ca](mailto:nwtta@nwtta.nt.ca)

5018-48<sup>th</sup> Street

Box 2340

Yellowknife NT X1A 2P7

## For information on municipal government:

### **GNWT Municipal and Community Affairs**

[www.maca.gov.nt.ca/home/for-community-governments/election-reference-documents/](http://www.maca.gov.nt.ca/home/for-community-governments/election-reference-documents/)

### **Act**

[www.justice.gov.nt.ca/PDF/REGS/LOCAL%20AUTHORITIES%20ELECTIONS/Local%20Authorities%20Elections%20Forms%20Regs.pdf](http://www.justice.gov.nt.ca/PDF/REGS/LOCAL%20AUTHORITIES%20ELECTIONS/Local%20Authorities%20Elections%20Forms%20Regs.pdf)

### **NWT Association of Communities**

[www.nwtac.com](http://www.nwtac.com)

- The Community Councillor Handbook

## Appendix 2

### LOCAL RESOURCES: ADVERTISING AND SIGNAGE

#### **Canarctic Graphics** Yellowknife, NWT

[www.canarcticgraphics.com](http://www.canarcticgraphics.com)

#### **Inkit** Yellowknife, NWT

[www.inkit.ca](http://www.inkit.ca)

#### **Great Slave Graphic Signs Ltd** Yellowknife, NWT

tel: (867) 920-2834 fax: (867) 873-9620

#### **Northern Rubber Stamps and Signs** Yellowknife, NWT

tel: (867) 873-8161

#### **Pendragon Signs and Graphics** Yellowknife, NWT

tel: (867) 920-7360 fax: (867) 920-7596

#### **Signs and Designs** Yellowknife, NWT

tel: (867) 920-0818

#### **Northern News Services**

[www.nnsl.com](http://www.nnsl.com)

# Appendix 3

## SAMPLE PRESS RELEASE

News Release

### *Smith Announces Run for Territorial Office*

February 4, 2014

Jane Smith, 23-year resident of Antigonish, has today announced her intention to seek the MLA seat for the \_\_\_\_\_ riding.

In announcing her candidacy today, Ms. Smith said, "The people of Antigonish have given me a lot over the years and I want to give back in a way that will make a difference by representing them in the NWT Legislature."

Smith is a teach at Antigonish High School and has spent many years volunteering at the local women's centre, as a volunteer fire fighter, and as a United Way fund-raiser. This is her first bid for territorial office.

"Politics interests me because change interests me, and I think the people of Antigonish 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 employment in the Antigonish area.

Born in the Northwest Territories, Jane Smith moved to Antigonish in 1991 to begin her career as a teacher. She is a single parent who is raising two children: Jason, 17, and Melissa, 15.

For more information, or Ms. Smith's biography and resume, please email [smithforthewin@smith.ca](mailto:smithforthewin@smith.ca) or call XXX-XXXX.

Contact:

Media person

XXX-XXXX

[smithforthewin@smith.ca](mailto:smithforthewin@smith.ca)

[www.smithforthewin.ca](http://www.smithforthewin.ca)

# Appendix 4

## SUGGESTED WEB RESOURCES

### **Aboriginal Affairs and Northern Development**

[www.aadnc-aandc.gc.ca/eng/1100100022181/1100100022182](http://www.aadnc-aandc.gc.ca/eng/1100100022181/1100100022182)

### **ACE Electoral Knowledge Network**

[aceproject.org](http://aceproject.org)

### **Assembly of First Nations (AFN)**

[www.afn.ca/index.php/en](http://www.afn.ca/index.php/en)

### **Canadian Women Voters Congress**

[womenvoters.ca](http://womenvoters.ca)

### **Egale Canada**

[egale.ca](http://egale.ca)

### **Election Almanac**

[www.electionalmanac.com/ea](http://www.electionalmanac.com/ea)

### **Equal Voice: Promoting the Election of Women in Canada**

[www.equalvoice.ca](http://www.equalvoice.ca)

### **iKNOW politics**

[iknowpolitics.org/en](http://iknowpolitics.org/en)

### **Nation Builder - Great Database**

[nationbuilder.com](http://nationbuilder.com)

### **Running Start: Bringing Young Women to Politics**

[runningstartonline.org](http://runningstartonline.org)

### **She Should Run**

[www.sheshouldrun.org](http://www.sheshouldrun.org)

### **Status of Women Canada**

[www.swc-cfc.gc.ca/index-eng.html](http://www.swc-cfc.gc.ca/index-eng.html)

### **Status of Women Council of the NWT**

[www.statusofwomen.nt.ca](http://www.statusofwomen.nt.ca)



