



ARE YOU READY?

Checklist for Campaigning

1.) Have you put your Campaign Team in Place?

- Campaign Manager
- Official Agent
- Finance Manager
- Fundraiser
- Policy Advisor
- Media Contact
- Volunteer Coordinator
- Started to recruit workers
- Plan a fun event for workers
- Establish computer expert on team
- Familiarize workers with Web pages/Internet (if needed)
- Develop Electoral List Management/Constituency Contract system
- Place someone in charge of managing riding maps elector's lists

2.) Have you organized your Campaign Office?

- Set critical path for you campaign
- Make campaign budget
- Set up accounts with bank
- Interim financing with your bank
- Find a campaign office and sign a lease
- Get office furniture (coffee machines, fridge etc.)
- Set up office equipment (fax, photocopier, printer, computers, etc.)
- Set up campaign email/website accounts and high speed Internet
- Set up telephone service (land line, cell phones and fax lines)
- Buy office supplies (including stamps)
- Check with lumberyards for sign stakes
- Buy or find cable ties for signs, pounders, staple guns & staples
- Line up truck for the sign crew
- Get insurance for office/truck/cars used in campaign

3.) Have you conceptualized & designed and found contractors for campaign materials?

- Signs
- Posters
- Brochures
- Buttons and other paraphernalia
- Pre-election householders
- Business cards/sorry I missed you cards
- Election materials ready for mail in ballots voters
- Volunteer forms
- Sign request forms
- List of sign locations for the day the write is dropped

4.) Have you put your communication plan in place?

- Update photos
- Core platform
- Core speech
- Response team for responding to issues that will come up during the campaign
- Deadlines and quotes for advertising in media
- Cost of distribution
- Prepare media kits with updated photograph and biographical profile

5.) Have you targeted people and places in your riding?

- Contact community leaders
- Service clubs
- Academic groups
- Religious leaders
- Municipal and school boards
- Ethno cultural leaders
- Labour and union leaders
- Women's associations
- Veterans and senior cubs
- Chambers of commerce
- Youth group leaders

6.) Have you put al your personal affairs in order?

- Have you taken care of all your health care needs?
- Have you arranged for payment of monthly bills during campaign?
- Have you bought or dry-cleaned the clothes (broken in shoes) you will need during the campaign?
- Have you spent some quiet time with the family?
- Have you started walking on a regular basis?