

“Happy Campaign Trail”
The First NWT Campaign School for Women Candidates and
her Supporters July 7, 2007
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Door to Door is the Key!

Your Platform and your positions on issues are important

Overall packaging: signs, buttons, etc are important

Your reputation, support base and money is important

Media attention is important

BUT nothing is as important as connecting with people at the door on a personal level.

Launching the Campaign:

- ✓ Publicize
- ✓ Media Kit
- ✓ Invite Friends and supporters
- ✓ Have Fun

The Right Gear for Door to Door:

- always have proper clothing for rain or shine or snow and good sturdy shoes/boots
- Cloth bags/clipboards
- Canvassing documents
- Weatherproof writing implements, Remember pens do not work at -40 C, they freeze.
- Dog Biscuits/Pepper spray?

When Going Door to Door:

- Always maintain a positive outlook and attitude
- Pay attention to the people you are talking to and listen carefully
- Ask them about their issues, concerns and make that personal contact
- Always leave something (button, pamphlet, etc)
- Always follow-up
- Make sure to record which houses you have been to
- Make sure to enter that in a database for your quick reference
- If you miss someone more than 3 times, leave a handwritten note apologizing for missing them and the time you stopped by.
- Candidate's Forum
- Always attend these
- These are your opportunity to showcase your “Stuff”
- Take care of your appearance “The Look”
- Sit up Straight and remember everyone is nervous

- You look and sound better than you think
- Be direct, precise, substantive and positive
- Have a sense of humour

Questionnaires

- Great opportunity to do some good
- Show your stuff
- Answer ALL of them and ON TIME, mark them on a calendar when they need to be completed by to help you keep track
- Be short, precise and positive
- Remember that this is a balancing act

Media Q's

- It's your opportunity to send your message
- Be precise, direct and economical
- Always look at the person asking the question
- Always look at the camera
- Smile and be your genuine self

Advance Poll

- ✓ VERY VERY VERY IMPORTANT
- ✓ Ask your friends and supporters to vote early at the advance poll
- ✓ Make Sure your voters all know about the advance poll (Places and Times)
- ✓ Don't forget to vote yourself