

So You're Running For MLA

Running a campaign takes a lot of time, research and preparation. This pamphlet is to help you remember some important things to do when setting up a campaign.



Have you put 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?
- Is there someone to watch your pets/plants while you are away?



Have you targeted people and places in your riding?

- 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 clubs
- Chambers of commerce
- Youth group leaders

If you would like more information about running a campaign please contact the Status of Women Council of NWT.

Phone Free: 1.888.234.4485 or 920.6177

Email: council@statusofwomen.nt.ca

www.statusofwomen.nt.ca

Are You Ready?

 Getting ready for the campaign trail

Have you put your campaign team in place?

- 0 Campaign Manager
- 0 Official Agent
- 0 Finance Manager
- 0 Fundraiser
- 0 Policy Advisor
- 0 Media Contact
- 0 Volunteer Coordinator
- 0 Sign Person



Have you organized your campaign office?

- 0 Make a campaign work plan
- 0 Make campaign budget
- 0 Set up accounts with bank
- 0 Interim financing with your bank (if required)
- 0 Find a campaign office (sign lease if required)
Have access to:
 - Bathroom
 - Phone, Internet and Fax
 - Coffee maker, fridge and microwave
 - Computer, printer and/or photo copier
 - Furniture
- 0 Set up campaign email/website accounts
- 0 Set up cell phone services (if required)
- 0 Buy office supplies (including stamps)
- 0 Buy or find cable ties for signs, pounders, staple guns & staples (check with lumberyards for sign stakes)
- 0 Line up truck for the sign crew
- 0 Make sure you have insurance for office/truck/cars used in campaign



Have you designed and found contractors for campaign materials?

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

Find your experts!

- 0 Start to recruit workers
- 0 Plan a fun event for workers
- 0 Establish a computer expert on team
- 0 Familiarize workers with Web pages/Internet (if needed)
- 0 Place someone in charge of managing riding maps and elector's lists

Have you put your communication plan in place?

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