

DO YOU WANT TO RUN FOR POLITICS?

Financing Your Campaign

By Anne Zuliani

1 Your Story - who you are and why you want to run

you will use this throughout your campaign to gain supporters and donors.

2 Reach Out to the Party

Talk to political party elders, former city politicians in order to gain their advice and support. Find a mentor to help you through the process.

3 Extend Your Reach

Meet with as many people as you can over coffee, lunches etc. You are looking for support for your candidacy as well as donations. As a first time candidate it will be up to you to start the fund-raising ball rolling, and your story is critical here. People need to see that you are up for this.

4 Building Your Team

The first member you absolutely “must have” is a financial agent, if you are running provincially or federally. You will also need a fund-raising team, individual(s) who are well connected in the community and can reach out on your behalf. There are numerous types of events you can hold - a Meet the Candidate evening, pints and politics, in-home coffee parties hosted by supporters, or the ever-popular tea socials held at seniors’ residences. There are also mail-outs, email blasts and phone calls. These can all be volunteer-intensive. Of note - the people you believe might be your top donors should hear from you directly.



