

DO YOU WANT TO RUN FOR POLITICS?

Planning Your Campaign

By Wendy Wright, Township of Gilles

How do you begin to plan your campaign?

- Determine how much time, energy and money you possess to put towards a successful campaign. Do you have people who are there to be part of your team? Not just with campaign activities but everyday life also. Don't be afraid to ask.
- Do your research to find all relevant rules and regulations you will need to follow before, during and after your campaign. There are lots of dates to keep track of also. I kept a separate folder and calendar for campaign and election dates, what had to be done beforehand and approximately how long those items would take.
- Visit your local municipal office and speak with the clerk. They will be an indispensable resource for the ins and outs of running your campaign.

When planning your campaign, what were the first issues to arise?

- Opening a campaign bank account. Ask at your bank to speak with someone regarding the specific account you need to have.
- How to address and send mailouts. I found out that you can do direct mailouts for significantly reduced postage when you utilize non-addressed ad mail. Ask at your post office.
- Should I go door to door in a rural municipality? This was a resounding yes, I found. I had direct interaction with constituents and discovered many concerns I may not have known otherwise. Be smart, don't go alone and bring dog treats!



