

Municipal Campaign School Resources Guide

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Introduction

This report was prepared for, and completed in partnership with, members of the Guelph Advocates group. The Guelph Advocates group are a part of a committee of campaign school organizers in Guelph, Wellington, and Oxford counties. The committee is a volunteer-led initiative that promotes diversity in municipal governance by offering a series of educational workshops known as campaign schools. The goals of the campaign school events are:

- To diversify the leadership in elected roles at the municipal level.
- To give candidates the encouragement, support and tools needed to be successful
- To expand the role that municipal politics plays in women's lives.

The committee acknowledges the disproportionality and disparity of diverse populations in municipal politics. The aim of the committee is to change the heavily white and male dominated political space to become more diverse with women and equity seeking groups. Some of these groups include women, racialized communities, Indigenous, youth and Black individuals.

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Background

In 2017, the Research Shop, part of the Community Engaged Scholarship Institute at the University of Guelph, partnered with the Guelph chapter of the Canadian Federation of University Women (CFUW) to better understand the barriers that women experience in public leadership roles and running for office in Guelph Wellington. This research then led to the creation of the Guelph Wellington Women's Campaign School to support women in politics. More recently, CFUW partnered with the Research Shop to examine the feedback from their 2018 campaign school. From this research, participants of the campaign school identified various topics they would have liked more information on. This suggestion for further resources informed the development of supports for the next iteration of the campaign school.

In advance of the upcoming municipal elections in the fall of 2022, the members of the Guelph Advocates group partnered with the Research Shop to develop a list of resources to support the work of the campaign schools.

Research Goals

The purpose of this research was to develop a comprehensive list of resources for those considering running for a political position or interested in supporting someone running in a campaign such as managers or volunteers. The objective was to collect resources covering wide range of topics including the various political positions and their roles, the type of commitment (time and responsibilities involved), skills needed, and other resources for running a successful campaign. These resources will be published on the [website](#) hosted by the committee to be available to the wider public.

Methods

This research involved a literature review and scan of grey literature. The search included various sources such as government documents, local advocacy groups, and peer reviewed articles.

Resources

The Nomination Process

The following resources provide information on the qualifications and roles of candidates and the nomination process.

Eligibility Criteria

- [How to Become a Candidate – Elections Canada](#)
 - This resource examines the eligibility criteria to run for office, political affiliation and candidate identification information.
- [Eligibility to Run for Election – Government of Ontario](#)
 - This resource specifically examines the eligibility to run for municipal council, school board trustees and a note for MPs.
- [Municipal Elections in Canada: A Guide for Women Candidates – Federation of Canadian Municipalities](#)
 - This resource states the general minimum requirements for municipal candidates.
- [Eligibility of Voters and Candidates – Municipal and Community Affairs:](#)
 - This resource describes the criteria for becoming a candidate in the municipal election.
- [Become a Candidate – City of Toronto:](#)
 - This resource describes the qualifications for becoming a candidate.
- [Nomination of Candidates – Elections Canada:](#)
 - This resource provides the basic requirements to be a candidate and the nomination process.

Roles and Responsibilities

- [Become a Candidate – City of Toronto](#)
 - This resource discusses the roles of elected officials and their duties.
- [Guide to the Canadian House of Commons – Parliament of Canada](#)
 - This resource describes the roles of a MP and the structure of the Chamber.
- [The Job: What do MPPs do, anyway? – Windsor Star](#)
 - This resource describes the role of MPPs.
- [Role of Council, Councillor and Staff – Government of Ontario](#)
 - This resource describes the role of council, councillors and staff in municipal government.
- [Role of Council, Councillor and Staff – City of Toronto](#)
 - This is a resource on the roles of the mayor and city councillors.
- [Municipal Elections in Canada: A Guide for Women Candidates – Federation of Canadian Municipalities](#)
 - This resource describes the basic job components of a municipal politician.
- [Mayor and Councillors – Province of British Columbia](#)
 - This is a resource on the mayor, councillor, and municipal council responsibilities.

Nomination

- [Nomination Day and Filing Nomination Papers – Municipal and Community Affairs](#)
 - This resource provides information on who can be nominated and filling out nomination forms.

- [Nomination Paper of a Candidate at a Federal General Election or By-election – Elections Canada](#)
 - This resource provides the form for nominations and the coinciding information you will need to complete it.
- [Information for Candidates – Guelph/Eramosa Township](#)
 - This resource gives specific information on Guelph/Eramosa Township nomination process and the forms needed.

Nomination and Withdrawal of Nomination

- [Candidate's Guide – Elections Ontario](#)
 - This resource gives step by step instructions on the nomination paperwork and withdrawal of nomination paperwork. Within this resource, information on completing the Candidate nomination form, nomination documentation and additional rules for candidate names is available.

Campaign Planning & Door Knocking

This section provides resources related to campaigning and advertising.

Signs

- [Campaigning – Government of Ontario](#)
 - This resource addresses campaign signs, communicating with the public, debates, and joint campaigns.

Canvassing and Advertising

- [Election Finances CFO Handbook for Candidates 2022 – Elections Ontario](#)
 - This handbook includes information on canvassing and advertising during the election.
- [Campaign Guidance for Canvassing during COVID-19 – Elections Canada](#)
 - This resource provides tools to candidates on canvassing during Covid-19.
- [Access for Canvassers – Elections Ontario](#)
 - This resource describes the rules that apply for the Election Act for canvassing.

Campaign Team and Volunteers

- [Election Law 101: Read this before you get involved in Ontario's upcoming provincial campaign – McCarthy Tetrault](#)
 - This resource discusses the campaign team and finding volunteers.

Campaigning

- [Municipal Elections in Canada: A Guide for Women Candidates – Federation of Canadian Municipalities](#)
 - This resource provides information on campaign planning.
- [On Voting Day – Government of Ontario](#)
 - This resource describes campaigning rules on voting day.
- [Election Signs – City of Toronto](#)
 - This resource covers election signs in Toronto and the rules for campaigning on election day.

Financing Your Campaign

This section provides resources on managing campaign expenses.

Marketing Resources

- [Marketing Resources Needed: Money, Time, Expertise, Energy – Genius Marketing](#)
 - This resource provides an overview of the expenses of a running a campaign including social media content and a campaign manager. This gives a rough estimate for the cost over the whole process.

Campaign Expenses and Financing

- [Election Finances CFO Handbook for Candidates 2022 – Elections Ontario](#)
 - This resource reviews the campaign expense reimbursement information and other financial information.
- [Campaign Finance – Government of Ontario](#)
 - This resource discusses the bank account information you will need for running a campaign and what counts as a contribution and contribution limits. This resource also includes fundraising and campaign income.
- [Political Financing – Elections Ontario](#)
 - This resource discusses political financing, financial statements, and eligible contributors.
- [Political Financing Handbook for Candidates and Official Agents – Elections Canada](#)
 - This resource offers a breakdown of expenses in an election.
- [Estimating the Financial Cost of Election Campaign Proposals: A Framework – Office of the Parliamentary Budget Officer](#)
 - This resource provides an extensive overview of the expenses involved in running a campaign. This resource also provides some estimates for budgeting.

Fundraising

- [Campaign Finance – Government of Ontario](#)
 - This resource describes fundraising, contributions, and potential expenses.

- [Political Financing Handbook for Candidates and Official Agents – Elections Canada](#)
 - This resource examines some contributions and the sale of branded goods as fundraising techniques.
- [Municipal Elections in Canada: A Guide for Women Candidates – Federation of Canadian Municipalities](#)
 - This resource provides information on the basics of fundraising, solicitation strategies and fundraising ideas.

Communications

- [Communications and Public Affairs – Elections Canada](#)
 - This resource provides information on communication activities throughout the election.

Working with the Media

Media Relations

- [Municipal Elections in Canada: A Guide for Women Candidates – Federation of Canadian Municipalities](#)
 - This resource provides information on media relations.

Media Rules

- [Guidelines for TV and Radio Broadcasters and TV Service Providers During an Election – Government of Canada](#)
 - This resource discusses rules and guidelines for TV and radio broadcasters and TV service providers during an election.

Preparation For All Candidates Meetings

This section provides information on organizing all candidates meetings.

Organizing All Candidates Meetings

- [Your Guide to Hosting a School Board Trustee All Candidates Meeting – Ontario Municipal & School Board Elections](#)
 - This is a comprehensive resource on hosting a school board trustee all candidates meeting.
- [Organizing an All Candidates Meeting – CFUW Ontario Council](#)
 - This resource provides information on organizing an all candidates meeting.
- [Election Connections: Tips – The United Church of Canada](#)

- This resource provides tips to organize and online or in-person all candidates meeting.

Accessible All Candidates Meetings

- [Accessible All Candidates Meetings - Ministry of Children, Community and Social Services: Government of Ontario](#)
 - This resource discusses removing barriers to political participation through organizing accessible all candidates meetings.

Additional Resources

Results and Wrapping up

- [Elections Step by Step – Elections Canada](#)
 - This resource describes election day, the results process, and information about parliament resuming after the election.
- [After Voting Day – Government of Ontario](#)
 - This resource explains what happens after voting day with recounts, tied votes, wrapping up your campaign and starting office term.

Forms for Municipal Candidates

- [Forms for Municipal Candidates – Government of Ontario](#)
 - This resource has the link to the nine different forms that are included in running for an election.
- [Nomination Day and Filing Nomination Papers – Municipal and Community Affairs](#)
 - This resource can aid potential candidates in filling out nomination forms and common problems with nomination forms.
- [Forms for Candidates – Elections Canada](#)
 - This resource provides links to form instructions and links. These are financial forms, request forms and other forms.