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A POLITICAL GUIDEBOOK FOR PEI

ORGANIZE TO LEAD

PRINCE
EDWARD
ISLAND

COALITION
FOR WOMEN IN
GOVERNMENT

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FOREWORD

The PEI Coalition for Women in Government has prepared this guide to help women in Prince Edward Island who are interested in politics.

- We hope it encourages you to become actively involved as a representative or candidate at the community, municipal, provincial, or federal level.
- We hope it gives you suggestions and ideas that you can apply to your area of interest within your community.
- We hope it inspires more Prince Edward Island women to lend their voice to public service.
- We encourage you to visit our website at www.peiwomeningovernment.ca for up-to-date statistical information on the political participation of women in Prince Edward Island and throughout Canada.

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INTRODUCTION

Prince Edward Island women are smart, capable, and qualified for elected office. In fact, PEI was the first province in Canada to elect a woman premier, Catherine Callbeck in 1993. That same year women held five of the top leadership positions in the Legislative Assembly of PEI, later becoming known as the “PEI Famous Five.” Despite these accomplishments, women today remain significantly underrepresented at all levels of government in PEI. At the current pace of change, it would take 105 years to reach gender balance in the Legislative Assembly of PEI.

Research by the Coalition for Women in Government reveals a combination of individual and structural/systemic barriers contribute to the underrepresentation of women in elected office. The Coalition recognizes that women’s identities are intersectional and as such women face specific inequities in politics, especially if they are racialized, Indigenous, LGBTQ+, newcomers, older adults, young, living with a disability, and/or living in poverty. A concerted and sustained effort is needed on behalf of individuals, political parties, and institutions to reduce barriers and increase the number of women in elected office.

In order for PEI to achieve meaningful change women must be present at our decision-making tables in more than token numbers. The United Nations has identified the critical mass needed for change as one-third (33.3%) women. PEI has a long way to go before many of its levels of government consistently include a critical mass of women. It is vital that more women become directly involved in the process of governance — in elected office, within party politics at federal, provincial, and municipal levels of government, and in community leadership. It is to this end that the PEI Coalition for Women in Government continues to foster women’s participation in political leadership with the publication of *Organize to Lead*, which aims to provide Island women with practical information on entering the political arena. It is our hope that this guide will also be useful to women interested in leadership beyond municipal, provincial, and federal government, including agencies, boards, and commissions, school boards, and band councils.



PEI’s Famous Five, 1993, from left to right: Speaker of the House Nancy Guptill, Lieutenant Governor Marion Reid, Leader of the Opposition Pat Mella, Premier Catherine Callbeck, Deputy Speaker Libbe Hubley. Photo courtesy Government of PEI/Brian L. Simpson

ASSESSING YOUR STRENGTHS

The decision to enter public life is a highly personal one, based very much on your personal circumstances. Do not dismiss the importance of your current job, your family, your finances, and your personal life. You must reflect on the support you currently have from family, friends, the community, and, when applicable, the political party you wish to represent. Weigh these against your interest, ability, and commitment to contribute to public life.

On the other hand, don't underestimate what you have to offer. Women have been socialized to underestimate their abilities and strengths and have been conditioned to dismiss many of their skills as being irrelevant to the traditional "male" role of political activity. Research has found that women's confidence levels and political ambitions are lower than their male counterparts', even though they have many skills, expertise, and experiences. It is important to overcome this conditioning and to provide an honest inventory of what you may bring to the public arena.

Very often this assessment can be made easier with the help of a trusted confidante or mentor, or a candid friend who can be objective. Seek, too, the advice of current and former politicians, especially women leaders. Many are very willing to give advice and direction to potential newcomers. In many cases, this mentoring crosses political party lines — political women are likely to share their experience with other interested women regardless of their individual party persuasion.

THINGS TO CONSIDER:

- You must be ready to make the commitment. Do not let anyone, or any political party, talk you into seeking office if you are not ready to make the commitment or if you feel you are not ready.
- You must promote your values and goals to electors. This is key to a successful campaign. To that end, you must be prepared to confidently and publicly outline your assets and downplay your shortcomings.
- You must have a good media campaign that reflects your objectives as well as your image. If you are not yet comfortable with publicity, consider media training. Maximize your reach by including both traditional and digital media in your plan.
- You must have a plan to deal with any embarrassing issues that may come to light. Most people will have something from their past that they would rather forget about. But in public life, such things don't stay forgotten. Develop a strategy to deal with such issues in an honest and open way that balances your privacy, the public's right to know, and your opportunity to succeed in an election. Seek the advice of a trusted mentor on the more personal and difficult issues.
- Keep in mind that half the battle is to know what the public knows about you. Do a quick "Google" search, polish up your social media accounts, and ask around to make sure nothing takes you by surprise.

Use the following self-appraisal exercise to help assess your strengths. Adapt it to fit the type of political involvement you are considering and your personal situation. Ask your family and friends for their ideas. Once complete, share the results with your mentor to ensure you have not overlooked experience, skill, and competencies that you already have.

SELF-ASSESSMENT EXERCISE

Assess yourself on a scale of 1 to 5, with 1 signifying an area that needs improvement, and 3 meaning you do not have a strong opinion on that skill, and 5 signifying an area of personal strength.

	Needs improvement				Personal Strength
Personal Values	1	2	3	4	5

Do you passionately want to make a difference in the lives of your neighbours? Do you believe that the level of government you wish to run for can make positive change? Are there issues you care deeply about or have specific knowledge about? Are you part of a group or segment of society that is particularly underrepresented in decision-making? Do your values fit well with those of a political party?

	Needs improvement				Personal Strength
Patience Level	1	2	3	4	5

Reporters and constituents may ask you inappropriate questions. You may be asked the same question many times. Can you remain calm when dealing with people whom you find annoying or frustrating?

	Needs improvement				Personal Strength
Leadership Skills	1	2	3	4	5

Do you like working with people? Do people trust you and confide in you? Are you able to listen empathetically to someone else's problems or concerns? Are you able to delegate responsibility effectively? Are you able to openly demonstrate your appreciation for the hard work and loyalty of your supporters? Do you have access to individuals and groups who would work for your campaign?

	Needs improvement				Personal Strength
Public Speaking	1	2	3	4	5

Can you speak easily and comfortably in front of diverse groups and to the media? Are you articulate? Are you able to communicate potentially complex ideas in a way that everyone can understand? Are you fluent in any additional languages? Does it take you a long time to practice a speech before you feel comfortable, or do you need only to read it once or twice to ensure you remember the salient points? Are you able to handle unanticipated questions effectively?

SELF-ASSESSMENT EXERCISE CONT

Needs improvement Personal Strength

Stress Management Skills 1 2 3 4 5

Can you set priorities and follow them? Can you deal with the highs and lows during your campaign with a fairly even temperament? How well can you handle competing demands for your time? Are you able to do many different tasks at once, or are you easily overwhelmed by disorganization and confusion? Would you be able to keep your campaign running smoothly amid unforeseen challenges?

Needs improvement Personal Strength

Stamina & Endurance 1 2 3 4 5

Are you able to work long hours under stressful conditions? Can you pace yourself? Are you able to travel well and schedule your activities so you don't burn out? Are you able to stop and say no before you become completely exhausted? Do you have the physical stamina for door-to-door canvassing during elections campaigns or a plan to cope with and accommodate differences of ability you might face?

Needs improvement Personal Strength

Impact on Personal Life 1 2 3 4 5

Does your family support the idea of your getting involved in politics? Can you modify or take a leave from your work and volunteer commitments? Do you have family and friends who can take over your family commitments during the campaign? Do you have a network of friends you can trust and who can provide moral support? Could you, when necessary, put the needs of your constituents ahead of your own, especially with regards to your time?

Needs improvement Personal Strength

Political Know-How 1 2 3 4 5

Do you know how government works? Do you have adequate knowledge and understanding of the issues? Do you know where you stand on the issues? If you are involved in party politics, do you know the stance of your party? Do you know how to engage in the political world, such as when to say what, how much to say, and to whom? Do you know what resources are available to help you become more informed?

Needs improvement Personal Strength

Experience 1 2 3 4 5

Have you served on any agencies, boards, or commissions? Have you served on volunteer committees in your community? If you are involved in partisan politics, were you active in the party before seeking the nomination? Have you ever been actively involved in working for another candidate's campaign? Have you ever been involved in student politics?

This image shows a single page of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page, leaving small margins at the top and bottom. There is no handwriting or other markings on the paper.

WHY POLITICS? WHY ME?

Research shows that men and women candidates perform equally well during campaigns. Yet one of the biggest barriers for women running provincially is getting their name on a ballot in the first place. Party nomination processes can present barriers that disadvantage women candidates, whereas men continue to experience more freedom, comfort, and confidence to run for office.

Research also tells us that women are less likely to perceive a “fair political environment,” and that this makes women less likely than men to pursue political involvement. The public-facing side of politics — like that found during Question Period — can often seem aggressive or combative. Historically, politics have been male-dominated. Societal gender expectations, even today, seem to exclude women from the political arena.

Challenging and changing these perceptions is critical, because they are views that voters may also hold about political candidates. Such views influence how they vote and may impact women candidates’ chances of winning an election. However, societal perceptions will not change unless the culture of politics also changes more towards gender equity, not only with fielding women candidates but also establishing women’s leadership and credibility.

Many women politicians recognize that one of the best ways to change the existing political culture is from within. Women must stand for office — and get elected in representative numbers — if we want to influence our governments and mentor change within systems, institutions, and culture.

So you are thinking about answering the call. Congratulations! That in itself is a big step. The following information will help you think carefully about the many facets of your decision to enter politics.



Think about potential conflicts of interest

Be aware that rules of disclosure under conflict of interest guidelines apply to political life at the provincial and federal levels and within some municipalities. These you must thoroughly understand and follow.

Think about your personal life

Consider how your decision to serve would affect your family and personal life. What sacrifices will you have to make? How do they measure up against what you hope to achieve? Do you have time to commit to canvassing and events? Can you afford to take time off work?

Think about finances

Contrary to popular belief, most people get involved in politics to contribute to society, not for personal gain. Compensation for municipal, provincial, and federal office is far below remuneration in the public and private sectors for positions with similar responsibilities, hours of work, travel, and so forth. Before considering a political career, be sure to investigate compensation by checking with the appropriate office.

Think about what you can offer

Do you think your community needs more senior centres, teen centres, parks, schools, or other amenities? Do you have concerns about violence against women, health care, the environment, education, or unemployment? Do you have ideas about how to address your concerns? Are you satisfied with the current representatives in your area?

Most people have definite, but broad, ideas about the way things should be done and how governments should respond. Becoming a candidate requires that you more finely hone and define your ideas and develop a political agenda. What is your agenda? If partisan politics apply in your situation, which political party platform best aligns with your thinking and priorities? Are you for keeping things the same? Reforming some particular facet of society? Bringing about broad social change? Know your own mind and how you hope to contribute to the public debate and political arena.

Think about what you know

Whatever your agenda, the public and the media will expect you to be knowledgeable on a variety of issues. They will assess and judge you based on your awareness of and responses to the issues affecting your community.

Think about what you stand for

It will be important to remain focused on the three or four issues that you care deeply about to make you memorable to your voters as their top candidate. Usually, these issues will comprise your platform and will set you apart from your opponents. Ensure your issues are consistent and compatible with your agenda — and the agenda of the political party you represent if you are running in partisan politics.

Think about how you will make yourself known

Voters will support the candidate who most consistently and clearly articulates their own views and who can sustain confidence from voters. Take every opportunity to repeat your views on the issues and, when all else fails, repeat them again. Allow your voters to get to know you and what you stand for.

MINI PERSONAL CHECKLIST:

- ☐ I have reviewed conflict of interest guidelines
- ☐ I have considered how running for elected will affect my family and personal life
- ☐ I have spent some quiet time with family and friends
- ☐ I have taken care of my health care and legal needs (such as custody of children, medications, etc.)
- ☐ I have a plan in place for childcare or eldercare
- ☐ I have arranged for someone to watch my pets and home when I am away
- ☐ I have arranged for payments of monthly bills during the campaign
- ☐ I know why I am running and how I want to make a difference
- ☐ I am aware of issues of importance in my community
- ☐ I have started working on my physical fitness for campaigning and broken in any equipment I will need (such as a good pair of shoes, a reliable wheelchair, well-adjusted hearing aids, etc.)
- ☐ I am prepared for negative campaign tactics (such as vandalism, lies, dirty laundry, social media slurs, rumours, etc.)
- ☐ I have a plan for self-care when things get tough
- ☐ I have a strong support system in place
- ☐ I am ready!

LEARNING THE LANDSCAPE

You may already know the benefits and shortcomings of the public education system, for example, but you will not know everything about all the issues to which you will be required to respond. While you may not be able to anticipate every question, you can become aware of the issues important to your community before and during the campaign.

Understand jurisdictional responsibilities

One thing you must get clear early on in your political journey is jurisdictional responsibilities. For example, education is a provincial issue, while defense spending and foreign affairs are federal. Remember, though, that voters may not know jurisdictional boundaries. You need to be prepared to answer even if it means referring them to the correct elected representative or to a website or organization.

Research current issues

You can use various strategies to increase your knowledge about and engagement in current issues. For example, you can monitor print and digital media on any particular issue. As you continue on the campaign trail engaging with different communities and stakeholders on an issue is an excellent way to both increase your knowledge and broaden your network in the community.

Having a mentor and expanding “spheres of influence” become crucial to raising your awareness of issues. Spheres of influence are people within the community with a level of knowledge or expertise that you can identify and learn from. They can educate you on a particular issue so that you can define your own position and build your position into your platform or influence the platform and policy statements in your political party.

You must follow local news outlets, such as your local community, provincial, and national newspapers, and major news broadcasts. This includes following websites and social media for breaking news. Whatever level of elected office you choose, keep informed and current on issues nationally, provincially, and in your local community. You never know what issue may become relevant to voters in your area. Scan the headlines, collect relevant articles, and make sure a member of your team is tracking how current issues affect the local community and electorate. It may also be beneficial to track your electoral opponents, particularly what they say on public record through various media outlets and their social media accounts.

Public meetings are also a critical source for information. If you can’t attend them all, send a representative and gather all relevant materials, reports, briefs, and presentations. Take notes for future reference. Again, go to the “spheres of influence” in the community who have rallied around a particular issue and learn first-hand about their concerns and ideas. You will gain not only awareness of the issue, but also the trust of those who see you responding to their concerns by attending their meetings and listening to their viewpoint. Remember that the moment you have declared as the candidate, you are campaigning wherever you go, all of the time.

The Internet is a useful resource for gathering information, as is your local library. Appendix 4 lists websites that can offer further information. Always keep up with minutes from council meetings or the Hansard to know what issues are being discussed in municipal councils and the Legislative Assembly of PEI. If you are involved in partisan politics, your caucus offices and party websites and contacts are also primary sources of information for developing your platform further. Appendix 1 has the information about political parties in Prince Edward Island.

A recommended approach is to gather information from all sides of an issue, including where your opponents stand. This will give you an edge whenever you speak to the media, talk with your constituents, or craft a response to other candidates.

JURISDICTION AND DUTIES

The level of politics you choose to enter will have to do with your interests and the public policy areas you want to influence. Reflect on the priority issues you've identified to determine what level of government has jurisdiction over the areas you are most excited about.

Political involvement at the municipal level usually, although not always, requires less of your time and little requirement to travel outside your area. It usually provides some remuneration for councillors for attending meetings, or a yearly honorarium. Some municipalities, such as Charlottetown, offer a salary to councillors and mayor.

Provincial-level political involvement requires Members of the Legislative Assembly (MLAs) to be in Charlottetown during the times the Legislature is sitting. There is usually a fall and a spring session. This may mean driving to and from Charlottetown while the Legislature is sitting or having alternative living arrangements if driving is not an option. MLAs from the most distant districts from the capital region have sometimes rented apartments in the city.

At the federal level, Members of Parliament (MPs) spend part of the year in Ottawa, usually Mondays through Thursdays when Parliament is sitting. You would need to maintain two residences and two offices, one in Ottawa and one in your riding.

Municipal

Municipalities have delegated jurisdiction (although not exclusively) through provincial legislation, over issues such as fire services and emergency response, land use, housing, public transit, street maintenance, community facilities, and tourism. The sharing of responsibilities between the Province and municipal governments is blurred to some degree. The Province of Prince Edward Island's Municipal Affairs Branch, in the Department of Communities, Land and Environment, is responsible for the laws under which municipalities operate. You can find more information on the relationship between local government and the province on the department's website: www.princeedwardisland.ca/en/topic/municipalgovernments.

Municipalities are also involved in promoting their cities, towns, and rural communities as locations for economic development, including local tourism, and encouraging the establishment of cultural and recreational programs. Municipal councils can contribute to social programs, policing, family violence prevention, and coordination of public health initiatives — this is more common with the largest municipalities.

Partisan politics is not usually a factor in municipal politics in PEI. The governing bodies are generally small, involving a mayor and six councillors, depending on the size of the municipality. Some municipalities have either an expanded geography or population and may have a larger council.

The main duty of municipal councillors is to attend council and committee meetings. Decisions for the municipality are made at council meetings. The frequency of council meetings will depend on the number of services the municipality offers. Some councils meet bi-weekly, monthly, or as infrequently as six times a year, with additional meetings of committees. Each council will determine, through a bylaw, whether or not council members receive any remuneration or salary. In some cases, council members may be compensated based on their attendance at meetings or by salary; in others, they may not receive any payment at all. Mayors are responsible for presiding over council meetings and acting as spokespersons for the council. Honoraria or salaries for mayors also vary from municipality to municipality.

Councillors also act as advocates for their constituents and communities, answering their questions and addressing their needs with regard to municipal-related services. However, regardless of whether they are elected at large or at a ward level, they have a duty to make decisions for the good of the municipality as a whole.

Provincial

The provincial government has jurisdiction over such areas as education, health care, housing, infrastructure renewal, resource management, energy, environment, labour, economic development, tourism, social services, status of women, culture, and human rights.

Duties of Members of the Legislative Assembly (MLAs) vary considerably depending on whether their political party forms the government, the official opposition, the third party, or if they sit as an independent. If the MLA is part of the governing party, their responsibilities also increase if they are given a Cabinet portfolio, which gives them the responsibility to govern and make decisions on provincial departments. MLAs not part of the government often carry critic responsibilities that shadow the Cabinet portfolios and hold the Ministers to account in the Legislature. For third-party members and independent members, responsibilities may include attending committee meetings.

Spending time in the visitors' gallery when the Legislature is sitting can be an effective way of learning the role each member plays. Province House sits between Grafton and Richmond Street. The building bifurcates Great George Street from north to south. (At the time of publishing, Province House is in the midst of renovations, and the Legislature is currently sitting next door in the Honourable George Coles Building.) Identification is required to obtain a visitor's pass to enter the Legislature. The proceedings of the House are aired on local cable television channels and are streamed live online, both on Facebook (Legislative Assembly of Prince Edward Island), and at <http://www.assembly.pe.ca/video/video.php>.

MLAs also must act as advocates for the needs of their constituents and community. This is often done through each MLA's office, also located at the Coles Building.

Federal

The federal government has jurisdiction over foreign affairs, national defense, Indigenous affairs, regional development, status of women, energy, environment, fiscal and monetary policy, justice, public safety (including criminal law), immigration, and the administration of pensions and social security, employment insurance, and federal transfers to the provinces. Members of Parliament attend the House of Commons when the House is sitting, where they debate and develop legislation to govern matters of federal jurisdiction. With the House being in Ottawa, most MPs have a residence there and travel to and from their constituency according to the schedule of Parliament.

Similar to those of MLAs, duties of MPs vary depending on whether their political party forms the government, the official opposition, or the third party. If the MP is part of the governing party, their responsibilities also increase if they are given a Cabinet portfolio, which gives them the responsibility to govern and make decisions on federal departments. MPs not part of the government often carry critic responsibilities that shadow the Cabinet portfolios and hold ministers to account at the House. They may also be responsible for attending committee meetings.

Likewise, MPs also act as advocates for the needs of their constituents and communities. This is often done through each MP's Constituency Office.

Inter-Jurisdictional Issues

Be aware that some areas — such as education, housing, social services, economic development, health care, and immigration — involve all levels of government. Be sure you are knowledgeable on the interconnectedness of policy, programming, and funding in these areas at the three levels, as this can become very confusing. It is important to know who has the legislative and financial jurisdiction over what issues.

Oftentimes, these inter-jurisdictional areas frustrate constituents who simply want answers to their concerns, whatever level of government you represent. For this reason, it is important to develop positive relationships with colleagues at all levels of government so that you can easily make referrals and can potentially resolve issues that much easier.



TEST YOUR KNOWLEDGE

Pretend that you are running for elected office and are canvassing door-to-door. Below are six examples of questions that you might run into while campaigning. Read each one carefully and choose the level of government that would best address each issue and what your answer would be. Possible answers are on the next page.

1. My neighbour extended her fence last year onto my property. I don't want it there. I've asked her several times to go over the property plans with me, so I can show her, but she refuses to discuss it or even look at my proof. I called Charlottetown City Police a few months back, but they said they couldn't do anything about it. What can you do to help me?

Municipal Provincial Federal

What would you say?

2. When my partner and I divorced six years ago, the judge said my ex would have to pay child support every month. He has not been doing that, and I don't even know where he lives now. What can I do?

Municipal Provincial Federal

What would you say?

3. I became a Canadian citizen this year! My partner and I are settling in to life in Canada, but my dad is really sick, so I'd like to bring my parents to live with us. Can you help me do that?

Municipal Provincial Federal

What would you say?

4. The last two times I visited the Eastlink Centre I had to leave because I couldn't find accessible parking spaces. People are parking there without displaying a designated parking permit. They deserve a ticket!

Municipal

Provincial

Federal

What would you say?

5. Canada Revenue Agency owes me money. They keep asking for all kinds of papers and receipts I never kept, and now they're saying I owe them! It's not fair!

Municipal

Provincial

Federal

What would you say?

5. My children's bus ride is too long. We only live 30 minutes from the school, but they're travelling more than an hour to school each way. It's not right!

Municipal

Provincial

Federal

What would you say?

Possible Answers

1. Municipal: I'm sorry to hear about that. Have you contacted the City about what they can do to help enforce your property line and see what they suggest should be the next steps to getting your property back? If you want, I could get a contact number with someone from the City that deals with zoning.
2. Provincial: We have a Maintenance Enforcement Program in PEI that helps children and families by monitoring, enforcing, and collecting child support payments. Residents of PEI can register with the program if they have a court order or agreement for support by completing a registration package. If you want, I can get back to you with the number or website.
3. Federal: Congratulations on receiving your Canadian citizenship. I'm happy to hear you are settling into our new home and I hope that your dad gets better. Have you been in touch with the immigration office? If you can't get an answer the next best person to contact would be your MP. Here is their number _____.
4. Municipal: I agree, accessible parking spaces should be maintained for people with disabilities. It's not fair that people are abusing access to these spots. I'm happy to share your concerns with the City to see how we can ensure accessible parking spaces are reserved for people with designated parking passes.
5. Federal: Wow, that's too bad. Sometimes it's hard to keep track of that stuff. Do you have an accountant or bookkeeper? Sometimes it's best when your information and the federal government's information don't match to get help from a professional. You have to do it pretty quickly because they will start charging interest if you owe them money. If you want to speak to someone who could explain things better, you could try Service Canada.
6. Provincial: Yes, that is a long commute for small children. Have you contacted the Public Schools Branch to see why the commute is so long? If you can't get an answer, the next best person to contact would be your MLA, here is their number _____.

QUALIFYING AS A CANDIDATE

The following table summarizes the eligibility requirements for candidates at the three levels of office. Please check the appropriate election act and amendments to ensure that the information is current at the time you are running.

	Municipal	Provincial	Federal
Minimum age on polling day	18	18 ¹	18
Citizenship	Canadian	Canadian	Canadian
Residency in electoral district	Yes, 6 months in municipality ²	No, see act	No, see act
Other requirements	Depends, see act	Yes, see act	Yes, see act
Deposit / Nomination Fee	Varies	\$200	\$1,000
Number of nomination signatures	5-10 qualified voters	At least 25 qualified voters	100 or 50, see act
Appointment of official agent	Not required	Required	Required
Statement of party affiliation & confirmation	None	Required unless independent	Required
Nomination day	Third Friday before election day	Friday, 17 days before election day	Monday, 21 days before election day
Usual polling day	First Monday In November	First Monday in October	Third Monday in October
Campaign period	Approximately 8 weeks	Approximately 4 weeks	36 days minimum
Usual time Between elections	4 years	4 years	4 years
Limits to Campaign spending	³ See act	⁴ See act	⁵ See act

¹ Candidates must be 18 years of age by nomination day. ² If the municipality includes a ward system, candidates are not required to live in the ward to be eligible to run. However, those nominating the candidate must be eligible voters within the ward. ³ PEI Municipal Government Act, <https://www.princeedwardisland.ca/en/information/communities-land-and-environment/municipal-government-act-0> and municipal bylaws. ⁴ PEI Election Expenses Act, <https://www.princeedwardisland.ca/sites/default/files/legislation/E-02-01-Election%20Expenses%20Act.pdf>. ⁵ Elections Canada, www.elections.ca.

COMMUNITY ACTIVISM

Many women do not feel they are in a position to dedicate the time and effort required to seek office in the formal municipal, provincial, or federal arenas. Many others feel they require exposure to and experience with public service on a different scale before considering the other options. Still others opt to delay their political aspirations to a point in life when family and career considerations are less demanding. Many options are available to women who wish to delay running for public office or who wish to contribute to their community without running for political office.

Community activism allows you to gain skills and build networks within your community in areas that particularly interest you. Community organizations and local chapters of volunteer organizations are good places to start. Schools in your area will have school advisory councils that seek members to represent parents and the wider community.

At the municipal level, there are many citizen committees, task forces, and advisory groups that serve around particular issues.

At the provincial level there are numerous agencies, boards, and commissions (ABCs) that are open to the public. Applications are accepted year-round by Engage PEI for consideration. Upcoming vacancies are posted online. Visit the Engage PEI website for updated information: www.princeedwardisland.ca/en/information/executive-council-office/engage-pe.

The federal government also has a number of boards and agencies that require the participation of citizens with expertise in a variety of areas called Government in Council Appointments. Participation at the federal level may require travel to Ottawa or other areas of the country depending on the nature of the work of the board or agency. To apply, you can visit this website: www.appointments-nominations.gc.ca.

PARTISAN POLITICS

If you are considering political participation in either provincial or federal elections, you probably have a sense of which political party most fits your own views on the role and approach of government on various issues. Your past voting decisions were probably made by assessing both the candidates and the parties they represented. If you don't know each party platform, you may check out each party's websites, or call party or caucus offices and ask for their literature. Speak to or email a researcher or information officer for detailed information. (See Appendix 1 for contact information.)

Political parties welcome member volunteers in a variety of roles, whether during elections or not. You can learn more about what may be available by contacting either the party offices or if the party has elected members, the caucus offices. You can also reach out to riding associations, especially the one in your community.

Volunteering is one of the best ways to become familiar with the party structure, platform, and various components of a campaign. Each party conducts its own election-readiness workshops. There are also many opportunities to be a part of your riding association's executive committee, and even be a member of the nomination committee to give you insights into the process before you decide to put your name forward.

Some political parties maintain active women's organizations that support women members and encourage other women who may be interested in politics. Some parties have women's organizations or committees that provide funding and other supports to women entering politics at the provincial and federal levels. Check with political parties for more information.

SECURING A NOMINATION

Securing a party nomination for a provincial or federal campaign may be more difficult for women than winning an actual election. Internal party politics, which may include barriers, discrimination, and the still prevalent “old boys club” culture, make it difficult for women to gain party support at the local level. At times, political parties have encouraged women candidates to run in unwinnable ridings¹ for the sake of increasing the number of women candidates in that particular election.

Research suggests that men are more likely to secure nominations than women. However, obstacles within party structures are gradually being eliminated. Formal and informal policies are being devised to increase the number of women working within party organizations and running as electoral candidates. It is important for parties themselves to take steps to ensure equity within their organizations, as outside measures rarely prove effective. While securing the party nomination is often the hardest step in succeeding to elected office, women who prevail in a contested nomination often win the election.

If you have not already done so, officially join the party of your choice as a member. This is crucial and required before seeking party nomination. In addition, as a party member, you can introduce debate and pass resolutions for party policy, thus bringing forward issues of interest to you and those you seek to represent. This can affect what your party will do to encourage you and more women to run for office.

Unless you intend to run without any political affiliation, you must go through a party’s nomination process. Nomination processes vary by party: be sure to check with your party for details. Typically, the membership of a recognized party in each constituency officially nominates a person to represent the party in an election. At the constituency level in most parties, a search committee is struck to encourage prospective candidates to seek nominations. Sometimes one individual is asked to run, and they secure the nomination by acclamation; at other times, two or more people run and must compete with each other to become a party representative.

Both in provincial and federal politics every political party has a leader. A leadership campaign is run the same way as an election campaign, except the eligible voters are only party members rather than the general public. Depending on the results of general elections, the political leader of the party that forms government becomes the premier or prime minister of the incoming government.

Numerous factors can influence the selection of a candidate. Aside from a candidate’s perceived chances of winning an election, party service may be one of the more important factors in closely contested ridings for nomination, especially for party leadership.

¹Equal Voice considers a riding winnable if the party in question is running an incumbent, if there was a 10 percent margin or less between the first and second place finisher in the last election, or if there was a competitive three-way race in the last election where the vote margin was 15 percent or under between the first and third place finisher. www.equalvoice.ca.

RUNNING AS AN INDEPENDENT

Running without political affiliation is almost unknown in provincial or federal politics, although it is growing in popularity as people distance themselves from party structures. However, winning an election as an independent at the provincial and federal level could be both difficult and expensive. You would have no party funds or resources behind you and no party platform to help define your positions. It is more common for an elected representative to leave a party while in office and sit as an independent, but if they do so, they are rarely re-elected.

The reverse is true for municipal politics. Overt party affiliation would not usually provide an advantage. As well, there are no party funds or platforms for candidates at this level.

Those who are uncomfortable having formal affiliation with a political party often choose to pursue municipal office, where partisanship does not have the influence it has at other levels of government. However, many elected at the municipal level move on to provincial or federal politics later in their careers. Political parties monitor municipal politicians with a view to encouraging them to seek provincial and federal nominations.

PUTTING YOUR TEAM TOGETHER

The earlier you know you want to run for office, the better. Six months to a year is good lead time. Ideally, you should have your campaign team in place about six months before the election.

Identifying the right people to fill key positions on your campaign team may be the most critical element of your election readiness. You need people who are committed, dedicated, trustworthy, hard-working, and able to volunteer a great deal of time during the campaign period. Candidates who are sought out by a particular party and asked to run may find there is a campaign team already available. In some campaigns, party workers from other jurisdictions are brought in to assist local constituencies.

Try to get individuals from various community groups and organizations to work on your team to ensure that you have a broad and diverse representation within your constituency. Don't limit your campaign team to just neighbours. Diversify your team to enhance your support base and improve your understanding of the various perspectives on issues. Broad support is critical.

The following are some positions and responsibilities you should consider when building a campaign team, if you want to mount an effective elections campaign. Of course, the number of individuals filling these positions will vary depending on the size of your campaign and the level of government for which you are seeking office. The more people you have volunteering for your election campaign, the more voters you can reach and identify to vote for you. More volunteers will also ease the workload and pressure, both for you as the candidate and for the rest of your campaign team. Expanding your team will also reduce the risk of having one individual responsible for everything, which can jeopardize your campaign if they are unavailable when needed. Please keep in mind some of the following positions can be split between volunteers or amalgamated.

Official Agent

At the provincial and federal levels, you must name an official agent when you register your name as a candidate. This person is responsible for keeping track of expenses and contributions, and for submitting the records to the Chief Electoral Officer at the appropriate time. Provincially, the official agent is the only individual allowed to accept contributions to the campaign of a candidate and must issue tax receipts for such donations. Although an official agent is not required at the municipal level, candidates are still required to fulfill financial obligations under the Municipal Government Act. Choose someone who is well-organized with a bookkeeping or accounting background.

Campaign Manager

The campaign manager oversees all the other individuals on the campaign team and ensures that the course of the campaign runs as smoothly as possible. This individual directs the candidate's daily activities and should be someone with some political experience. Provincially or federally (but not municipally), the campaign manager is also often the conduit to the party and the riding association. Be sure to choose someone you respect and get along with, who can give you both praise and criticism, who is trustworthy, and who has good organizational and people skills.

Finance Coordinator/Fundraiser

Responsible for the bookkeeping and, depending on the size of your campaign, the finance coordinator may also conduct fundraising. This person should have connections, in particular with potential funding sources, and should be meticulous in keeping records. This person will need to work closely with the official agent and be aware of all the rules associated with campaign expenses.

Volunteer Coordinator

The volunteer coordinator recruits, manages, and looks after volunteers in your elections campaign. This person assigns volunteers to different tasks in the campaign and trains them, and often looks after the scheduling. In most cases, this person also recruits drivers with vehicles that can volunteer during election day. In campaigns without a separate canvassing coordinator, this person also assigns volunteers as canvassers who either canvass the electorate by phone or door-to-door. This person would also help train volunteers so that they know not to walk on people's grass, be mindful of dogs, what to say, etc.

Canvassing Coordinator

The canvassing coordinator finds people and assigns them to canvass households in the polling district, either door-to-door or by telephone. This coordinator strategically plans where to canvass and when. They may also develop the canvassing script with the communications team. The main goal of canvassing is to identify your voters and get them to cast their ballot. Canvassers also identify where campaign signs can be placed and whether supporters are willing to volunteer. Canvassers share information about advance polling opportunities and ask whether supportive voters need a ride — either to an advance poll or on election day. They also amalgamate all the questions and concerns that canvassers hear while they are canvassing and make sure that all information is passed on to the campaign manager and team to update databases and plan for follow-up action, if required.

Campaign Headquarters Office Manager

If there is a campaign office, this manager looks after the campaign headquarters, including replenishing the office supplies. Often welcomes guests and volunteers, answers the main phone line, and retrieves messages. Depending on the structure of your campaign, they may maintain the database or voter lists for your campaign, which are important in identifying your supporters and getting the vote out.

Communications Coordinator

The communications coordinator arranges for appointments for media interviews and prepares news releases in conjunction with the candidate, campaign manager, and researcher. Also schedules and designs all advertising and article submissions for newspapers, radio, and television. This person also handles all digital advertising, such as the campaign's website, and monitors and supports the candidate's social media accounts.

Signs Coordinator

The signs coordinator supervises the ordering and installation of posters, lawn signs, billboards, etc., and organizes the clean-up crew to remove the campaign material (required within a certain time period) before or after the election. They monitor current signs for vandalism or theft and replace them within a short period of time.

Researcher/Information Officer

The campaign researcher locates material necessary to inform the candidate about particular issues and may help to write background material for speeches, public forums and debates, news releases, and pamphlets. They also monitor newspapers stories related to the campaign and issues. This person often works with the different databases during the campaigns, to help identify likely voters, and supporters such as volunteers and those requesting signs.

Poll Coordinator

The poll coordinator is responsible for finding a poll captain for each electoral or polling district and scrutineers for polling day — the volunteers who watch the counting of the ballots on election day. They also call in final numbers to the campaign headquarters, as they become available, for an unofficial tally of votes on election day.

Election Day Coordinator

The election day coordinator organizes the scrutineers' schedules on election day and organizes drivers for voters who need transportation. This person has volunteers calling every identified voter to get them to the poll and have helpful solutions available if someone says they are unable to make it – even dogsitting, if need be. They post polling results in the campaign headquarters as they become available and organize the post-election party for the evening of polling day.

Community Liaison

If you are in a riding that has several communities that you need to access, instead of just one, it helps to have a point person or mini team in each of those communities as part of your team. They can help with canvassing and identifying the vote as well as bringing up issues unique to that community.

Final Team Thoughts

The composition of your campaign team will depend on what works for you in your area and in your circumstances. While the functions described above are needed, multiple functions may be handled by the same person. If you are running for a party, every party has a campaign team guidebook for candidates that will provide more detail about what is involved in each campaign-team position. If equity and inclusion are fundamental to your campaign, all team members should have training in gender and diversity analysis. Gender and diversity analysis (GDA) is an analytical tool used to assess how diverse groups of people may experience policies, programs, and initiatives. Training materials are available through the PEI Interministerial Women's Secretariat² and Status of Women Canada.³ Volunteers are increasingly difficult to find for political campaigns, and in some cases, workers are paid as a stipend or salary for their contribution. Whether you can afford to pay your workers depends on the health of your campaign finances.

² PEI Interministerial Women's Secretariat "Honouring Our Differences: Gender and Diversity Analysis," https://www.princeedwardisland.ca/sites/default/files/publications/gda_manual.final_.pdf | ³ Status of Women Canada "Gender-Based Analysis Plus," <http://www.swc-cfc.gc.ca/gba-acis/index-en.html>

RUNNING A CAMPAIGN

Canvassing

One of the most important activities for any candidate in any election at any level is the door-to-door canvass.⁴ The one-on-one connection to the voter is critical to lend the personal touch to your platform and views. While many constituencies or ridings are large geographically, you should make every effort to visit each household at least once. A second visit is desirable, particularly in areas with large numbers of undecided voters. You will need a team of well-spoken representatives to join you for the canvass. Ideally, your team will be trained with a canvassing script and will be familiar with who you are as a candidate and your main messages and platform. Your team should be able to identify supporters who will vote for you on election day.

No candidate or volunteer should ever go door-to-door alone. Be mindful of safety considerations, including house pets such as dogs. Be mindful as well that some voters may intend to keep you there for a long time, in order to delay you from getting to other households if they support your opponent. As for timing, don't canvass early in the morning, after 9:00pm, or at mealtimes, if you know a household has small children or night-shift workers, please take that into consideration. You don't want to irritate the voters whose support you are seeking.

The whole purpose of the canvass is to share your views and allow voters to ask questions about your plans for the community and your stand on various issues. Take pamphlets with you that summarize who you are and where you stand. If no one is home, leave literature in the mailbox or on the door latch so voters know that you took the time to visit their area. If a voter has left a message or some literature for you, leave a note of thanks or acknowledgment on your pamphlet.

Keep a written record of homes you and your team have visited. Track whether the voters in those homes will support you or your opponent or remain undecided. The door-to-door canvass is also your opportunity to ask if the voter will display a lawn sign on your behalf.

This is also the best time to inform families that want to vote for you about voting options for students that are off at post-secondary institutions or residents in hospitals or travelling. Options include mail-in ballot and advance polling. This may be a good time to make sure that everyone in the household has been registered to vote.

Note that while some campaigns include phone-based canvassing, elected candidates attribute their success to their door-to-door canvassing.

The Voters List

The most important thing you will ever get for your campaign is the voters list. Know that you will live and breathe this list for the rest of your campaign. Things to remember about this list are that it is not perfect, and that you will constantly be making notes as to who has moved in or out of your riding, who needs to register, and who needs to know about special ballot options. A tip for keeping the list manageable is to use a database to keep track of information.

Also, splitting up the list into sections for your volunteers can make their work on signs, handouts, follow-ups, calls, etc. more manageable and as up to date as possible. Many hands make light work.

⁴If canvassing before the writ period, please check with Elections PEI about pre-writ advertising rules.

KNOWING YOUR OPPONENTS

It is important to know the strengths and weaknesses of your electoral opponents and to be aware of their positions on the concerns of voters, particularly where they differ and where they agree with your beliefs and values. There may be few ideological differences between candidates, especially in cases of party nomination, when it is even more important to clearly formulate for the party membership what it is that makes you a different and better choice.

Gather information about other candidates from media reports, public meetings, materials published by the candidates, and their social media accounts. Make sure a member of your campaign team or a supporter is able to attend public events, ask questions, and report back to you or your campaign manager about what the other candidates have to say.

Do not go to any public meetings or debates without as many supporters as you can muster. Their role is two-fold: to ask difficult and challenging questions of your competition and to ask you questions that give you an opportunity to outline your views and share your message as the best candidate.

As a Candidate You Will Be News

Next to the door-to-door canvass and understanding the views of your opponents, it is critical that you appreciate that as a candidate you will be news. As soon as you announce your candidacy, the media and the public will want to know what you have to say about the issues central to the campaign. You must be prepared in advance of your announcement to respond to any manner of question concerning the local issues, your party's platform, and the broader issues facing the community, province, or country. Make sure you are comfortable responding to the issues before you announce your candidacy. Once again, a trusted mentor, someone with experience in politics, can be a good sounding board and provide feedback on how you respond under pressure. Media training is also advisable. Media training will help you effectively deliver your message and effectively present yourself in front of the media, through techniques such as hand gestures and voice projection.

As you are about to announce your candidacy, prepare a biography that outlines your background, career history, general goals, and any personal information (family) you wish to share. A standard résumé is also important to have on hand. These are items that you can give to the media or members of the public looking to learn more about you and your views. It will also eliminate the need for you to repeat your story over and over again and risk leaving out important factors about your qualifications. For incumbents, be prepared to share and, at times, defend your record as a public official. For new candidate, you will want to highlight why you are the winning choice and what you can bring to the table as an elected official.

If someone from the media asks you a question you find objectionable or too personal, do not feel obligated to answer it. Handling the media is a skill you need to develop as a candidate and a politician. If you are asked questions about facts, and you don't have an answer, say so. Don't try to pretend you know the facts when you don't. Most reporters and voters will respect a candidate who is honest and up front about what they do and do not know. Make a commitment to find the answer and get back to them at a later time. Then do the research and get back to them as promised. Do not make promises to the media or the public you are not prepared to keep.

The Media

The relationship between the media and the candidate is an interdependent one. The media cannot do a story without a candidate and the candidate needs the media to get her message out and reach a wider audience. While a candidate must always be aware of what is being shared to the media and be mindful of how the media spins or presents what's shared to them, as a candidate, you must develop positive and professional relationships with all members of the media to ensure that your position on the issues is articulated fairly and accurately throughout the campaign. If you speak a language other than English, make sure reporters and producers of media in that language know you are available.

Updated media lists are maintained by each party before an election with names, addresses, telephone numbers, and e-mail. This includes local, provincial, and national media outlets in all forms, including print, electronic, radio, and television. However, it is important to compile your own media list to include reporters, columnists, and commentators that are specific to your constituency or ridings so that you can be sure that news releases and other notices get to specific individuals rather than ending up in the general newsroom file where they can be easily overlooked or forgotten.

Keep in mind that the party leaders and mayoral candidates will dominate most of the election coverage locally, provincially, and federally, and you will have to be on good terms with reporters, commentators, and columnists who, along with their editors or producers, will determine what and how much to write about you and your local campaign. Interacting with local reporters on social media is one way to reach and garner interest from the local media and beyond. However, just like traditional media, you must be aware of your social media content to ensure you are managing your messages strategically to your benefit as a candidate.

It will become fairly obvious early on which reporters are interested in you or the issues you focus on. These relationships should be cultivated and maintained in a professional and cordial manner. Always respond to a media request, even if you don't intend to grant an interview. It is not only professional, but it could be helpful later on when you want coverage on a particular issue and are having difficulty conveying your message.

Do not assume that the reporter who interviews you or asks you questions is knowledgeable on the issue or trying to deliberately trip you up. While this may be the case, reporters tend to be generalists and not experts on every issue. They have likely had little time to do research or gather background material in advance of the assignment, so anything you can provide by way of background is helpful and makes the job of telling the story that much easier. This will also allow for a relationship of trust to build, and both reporter and candidate can benefit. It is helpful to know in advance what issue the reporter is calling about. Have your research officer provide you with as much information as possible before you speak to the reporter, including what your opponents may be saying about that same issue. But, most importantly, as a candidate, you need to know your message and stick with it during any media interview. Be consistent and strategic with your messaging.

The News Release, The News Conference

Most of the time, the media will be pursuing the candidate for reaction to an issue or event that may have an impact on the campaign. There will, however, be times when the candidate has something to say on an issue and wants coverage. There are two fundamental techniques for this purpose: the news release and the news conference.

Neither one of these should be entered into lightly, or superficially. Never issue a release or conduct a news conference unless you have something important, new, or highly relevant to say. Overuse of news releases and news conferences is the quickest way to dampen media interest in the campaign and tends to reflect poorly on the credibility of the candidate.

Whenever possible, keep your news releases to a one-page, double-spaced page, with just enough information to pique the interest of reporters. Too much detail in a release may cause the reporters not to bother to contact you for direct comment. Worse still, the release may end up in the newsroom garbage because reporters simply do not have time to read pages and pages of information. (See sample releases in Appendix 3.)

A news conference must be reserved for major announcements. This may include the announcement of your candidacy or major developments that have a direct impact on the community. Like too many press releases, too many news conferences will tend to erode the credibility of the candidate. When calling a news conference, you are asking the reporters to come and listen to what you have to say, to take pictures or video, and to go away with a story fit to print or air. For this reason, the news conference must be used sparingly. A media advisory should be sent in advance to let news outlets know when and where the news conference will be held and to provide a general idea about its content.

The location of the news conferences should take into consideration equipment and space requirements of the media. A microphone that all media can plug into makes their job easier. If you expect television reporters, consider the space requirements for a video camera and tripod. News conferences that can be held outdoors make more interesting visuals for television and lighting does not need to be set up.

At a news conference, the candidates should read a brief, clear, and concise statement and then open the floor to questions from the media. If the candidate has other participants in the news conference, their statements should also be kept brief and vetted by the campaign team for accuracy and compatibility. Oftentimes, especially in provincial and federal campaigns, a visit in your local area by the party leader garners media interests. So build an event with a news conference around that opportunity.

During the question and answer period, keep your answers brief and to the point. Stay on track with your key messages, and present yourself as a confident, competent, and relatable candidate. Some reporters may wish to do a more in-depth interview, and that should be arranged for after the news conference as a one-on-one session. Again, the rule applies that if you don't know the answer, don't "wing" it. Promise to respond at a later time. Always follow up on phone calls or responses to the media, either directly or through your communications team.

Public Forums

Always attend forums. It is a place to showcase yourself as a candidate. Your opponents will be there and, if not, the audience will hear your platform instead of those of your opponents. Some tips with forums are to do your research and practice being as precise, substantive, and positive as possible. You are often not given long to talk. Stick to your main three to four messages when you can. Sit up straight and remember everyone is nervous. You look and sound better than you think. Keep a sense of humour and follow any time restrictions or special rules of the forum. Any notes that you have made will change as the discussion progresses. It is good to have a little cheat sheet and note pad with you just in case you lose track.

ESTIMATING THE COST OF RUNNING

Research has found that women experience more difficulties in raising funds for their political campaigns. Women, especially women from diverse backgrounds, also generally have less disposable income to make the initial investment in their campaigns and may have less access to financial supporters by virtue of more limited social networks.

For the smallest municipalities, election campaigns often do not involve any expenditure at all. Even with the larger municipalities, municipal campaigns can be run on a limited budget with the possible exception of mayoralty campaigns. Unlike provincial and federal elections, there are no party campaign funds for candidates, fundraising is left almost entirely up to the individual and their campaign team. Also, municipal campaign donations are not tax-deductible like provincial and federal donations are, which can be a disincentive to financial contributors.

Provincial and federal elections can be very expensive and, necessarily, must include an organization and management strategy that calls for greater spending. If you have already been nominated to represent a particular party in an election, you will have the financial and resource backing of your party organization. The amounts available will depend on the party and the riding association where you will be the candidate, because funds are usually raised by the local party association in preparation for an upcoming election. Make sure you are clear at the outset what your personal financial responsibility will be, the campaigning limits, the associated rules for both your nomination and elections campaign. As for your team, set a goal to fundraise as much as possible before the election writ period so that you can focus on campaigning instead of raising funds during that time.

One of the best ways to determine how much money you need to run a successful campaign is to look at the returns for the last election at the level of government that interests you, and to check the appropriate elections act and the associated spending limits. Included in these returns are lists of candidates' expenses broken down into broad categories, such as personal expenses, office rental, travelling expenses, goods supplied, and advertising. Check the Chief Electoral Officer's report for more information on previous election spending. Although expenses will vary from riding to riding, party to party, and individual to individual, you will get a general sense of how much it will cost to be competitive.

On the following page is a worksheet that you can use to estimate the amount of money it would take to run a campaign in your area at the appropriate level of government. You will need to determine which expenses are necessary, which would be beneficial if you have enough money, and which would be nice to have the resources in your campaign.

Obtain realistic estimates — don't guess. Call (or have the appropriate member of your campaign team call) or search online for current prices from the photographer, the printers, the media agencies such as newspapers, the office supply store, the phone company, and so on. Look for opportunities for bulk purchasing and competitive pricing.

In federal and provincial elections, candidates who secure more than 15 percent of the votes in the polling district are reimbursed a certain amount from public funds, such as the Provincial Consolidated Fund. This is called an election rebate from the provincial or federal government. The rebate amount is based on the number of people in the riding and the number of candidates who receive more than 15 percent of the votes. At the provincial level, these election expenses are based on \$0.75 per elector in the district and subject to a minimum payment of \$1500 and a maximum payment of \$3000. To estimate this amount, find your riding in the "elections expenses of candidates" section in the returns for the latest election. Please note candidates are not entitled to be reimbursed for their expenses unless they have submitted the required financial reports under the Election Expenses Act.⁵ Do not count on this money until after you have received more than 15 percent of the vote. Many candidates are disappointed to find they are ineligible for the rebate, particularly in elections with many candidates.

⁵ PEI Election Expenses Act <https://www.princeedwardisland.ca/sites/default/files/legislation/E-02-01-Election%20Expenses%20Act.pdf>.

ESTIMATING YOUR CAMPAIGN BUDGET

You can include any or all the components in this campaign budget worksheet as appropriate to the size and style of your campaign.

	Number & Size	Cost Estimate	Total
Professional photo of candidate			
Posters (graphic design and print)			
Lawn signs			
Advertising			
Website			
Mailout #1 (For example, candidate biography platform and key)			
Mailout(s) (For example, identify content and what neighbourhoods to distribute them)			
Postage (mail outs x # households x cost of postage)			
Campaign Headquarters rental			

ESTIMATING YOUR CAMPAIGN BUDGET

	Number & Size	Cost Estimate	Total
Office furniture rental or purchase			
Office supplies			
Telephone/cell phone, Internet, TV/ cable			
Utilities (water, heat, electricity)			
Other expenses (food for volunteers, caregiving)			
Transportation (gas for door-to-door canvassing)			
News conference/ other town hall event			
Thank you advertising			
Other staff/consulting fees			
Travel expenses (when appropriate)			

IDENTIFYING FUNDING SOURCES & FUNDRAISING

Candidates usually have three sources of campaign funds: party contributions, individual contributions, and their own personal investment. If you are the party's nominated candidate, you will have the support and the experience of the party organization and its fundraising committees, as well as access to funds that may have accumulated since the last election from your particular riding association.

Different rules apply depending on the level of government. For PEI municipalities, campaign financing rules are new and will be established by each municipality, within the minimum standards established by the Province regarding contribution limits, spending limits, and disclosure requirements. Municipalities may also establish their own rules around signage or other aspects of the campaign process. Make sure you understand the rules that apply to your situation.

Also, depending on the level of government and the party organization, different methods of fundraising may be traditional in your area. Yard sales, auctions, bake sales, car washes, and dinners all remain effective ways of raising money. They also serve as a way to introduce yourself and team to the community. In these cases, the money does not necessarily come from people who support you as a candidate. People pay for a service or an item, and you get the money for your campaign.

Other fundraising strategies depend to a larger extent on direct solicitation from individual supporters through phone calls or emails. Your riding association may host fundraising events from your support base, such as workshops or dinners. Your flyers, emails, and other campaign materials should always include an opportunity for supporters to provide donations to your campaign and the address where cheques may be sent or where a donation can be made on a secure website. In recent years, online fundraising tools have become more common. Note that donations to federal and provincial candidates are eligible for income tax breaks (and subject to donation limits). Only individual Canadian citizens can donate in federal election campaigns; in Prince Edward Island, the provincial government has limited campaign finance legislation, but at the time of writing, is working towards new legislation.



ARE YOU READY CHECKLIST:

- ☐ I know why I am running
- ☐ I have picked a riding and researched many issues
- ☐ I know the rules and regulations
- ☐ I have three or four key messages
- ☐ I have sent in my nomination papers and paid my fee
- ☐ I have an official agent
- ☐ I have a campaign manager
- ☐ I have a campaign team
- ☐ I have a budget
- ☐ I have a fundraising plan
- ☐ I have a media plan
- ☐ I have my contact information set up (website, social media, phone, etc.) and established a campaign office
- ☐ I have signs and promotional items designed, ordered, printed, and ready
- ☐ I have met with community groups
- ☐ I have an updated photo of myself, a résumé, and a biography
- ☐ I am aware of the various ways people can vote and am able to let every “yes” voter know about how to register to vote, advanced polls options, and rides if needed.
- ☐ I am doing this for the right reasons
- ☐ I am ready!

ELECTION DAY

Election day will be the most intense day of the campaign and yet will be the day you can do the least. Go in and vote for yourself and then make yourself scarce. You do not want to be seen hanging around any polling stations. No advertising is permitted on election day; in fact, no signage is allowed within 200 feet of polling stations. Keep personal social media to a minimum and campaign social media is off limits. Book a massage or do something that will distract you a little from the day's events. Remember to surround yourself with positive people. You are already a winner, everything is out of your hands, and it's now up to your team and your voters.

Beforehand, make sure that your campaign office knows what to do. They are collecting data from the polling stations from your scrutineers on who has voted and calling those that have yet to vote. Have a team of volunteers with warm cars to drive people to the polls if they need help. It is your team's job to make voting the easiest thing for your "yes" voters could do that day. Make sure your scrutineers know the rules and will fight for your votes if they can be debated at the end of the day when votes are being counted.

Go to the campaign office with two speeches ready: one for winning and one "better luck next time." Be sure to acknowledge your opponent(s) and thank your supporters regardless. Win or lose, have a mini wrap up that night to thank everyone for their hard work, and maybe have a few snacks to celebrate what a great job everyone has done.

AFTER THE VOTE

Don't forget that after the election is over, there are still a few things that you must do according to law before you can say it's complete. Provincial candidates must file a financial return within 120 days from the date of the return of the writ of election (usually occurs two weeks after election day), and you must have all signs removed within 14 days of the election.

Keep in mind that sending thank-you notes to those who helped throughout your campaign (win or lose) is a good idea. Budget for a post-election party to celebrate making it through the election and to thank supporters.⁶

Give yourself a pat on the back. Win or lose, you made it in one piece. **CONGRATULATIONS!**

⁶ Please note that post-election parties are not considered an eligible election expense.

EVERY BEST WISH ...

We firmly believe that many women in Prince Edward Island have much to offer in public life. Whether it is skill, ability, education, life experience, or commitment, women are needed to balance public discourse and decisions made in your elected chambers. Substantive representation of all Prince Edward Islanders is not only good for democracy but is also good for public policy and governance.

While we recognize that there may be many obstacles, barriers, and challenges to this career choice, we believe that only the full and equal participation of women in political leadership will bring about both equality and equity in our communities. It is our hope that Prince Edward Island women in all their diversity would consider public service and engage in our province's political process. We wish you all good luck as you run for office, today and in the future.



Appendix 1: Contact Information

For information on provincial and federal parties and the funds they have available for women, contact:

Green Party of Prince Edward Island
81 Prince Street, Charlottetown, PE C1A 4R3
Phone: 902-940-3598
Email: info@greenparty.pe.ca
Website: www.greenparty.pe.ca

Liberal Party of Prince Edward Island
6 Pownal Street, Charlottetown, PE C1A 3V6
Phone: 902-368-3449
Email: info@liberalpei.ca
Website: www.liberalpei.ca

New Democratic Party of Prince Edward Island
81 Prince Street, Charlottetown, PE C1A 4R3
Email: info@ndppe.ca
Website: www.ndppe.ca

Prince Edward Island Progressive Conservative Party
30 Pond Street, Unit B, Charlottetown PE / PO Box 578, Charlottetown PE C1A 7L1
Phone: 902-628-8679
E-mail: info@peipcparty.ca
Website: www.peipc.ca

For information on provincial remuneration for MLAs, and their pensions, contact:

The Speaker's Office
165 Richmond Street, Charlottetown PE C1A 1J1
Phone: 902-368-4310

For information on disclosure and conflict of interest, contact:

Conflict of Interest Commissioner
PO Box 2000, Charlottetown PE C1A 7K7
Phone: 902-368-5970

For information on municipal remuneration for councillors and mayors, contact:

Department of Communities, Land and Environment
Municipal Affairs and Provincial Planning
3 Brighton Rd, PO Box 2000, Charlottetown PE C1A 7N8
Phone: 902-620-3558
E-mail: municipalaffairs@gov.pe.ca
Website: www.princeedwardisland.ca/en/topic/municipal-governments

For information on provincial agencies, boards, and commissions, contact:

Engage PEI

Phone: 902-620-3198

Website: www.gov.pe.ca/engagepei

For information on federal boards, commissions, or agencies, contact your local MP or Senator

Parliament of Canada Information Service Ottawa, Ontario K1A 0A9

Toll-free (Canada): 1-866-599-4999

Telephone: 1-613-992-4793

TTY: 1-613-995-2266

Website: www.parl.gc.ca

Government in Council Appointments

Privy Council Office

GIC Appointments

59 Sparks Street

1st Floor

Ottawa, Ontario

K1A 0A3

Website: www.appointments.gc.ca

Appendix 2: Sample Campaign Timeline

Please note that timing is approximate.

Before the writ drops:

- Familiarize yourself with relevant acts
 - o Municipal Government Act
 - o PEI Election Act
 - o Election Expenses Act
 - o Canada Elections Act
- Review campaign manuals
- Research local, provincial, and federal issues
- Build your team

8 Weeks Out

- Establish official headquarters
- Launch your website, Facebook, or Twitter

7 Weeks Out

- Host a campaign launch event
- Mail out letter to your community
- Arrange meet and greets with local community groups and general public
- Meet with your strategy committee
- Meet with local media

6 Weeks Out

- Issue a news release on your campaign
- Host a “meet the candidate” event
- Host a fundraiser

5 Weeks Out

- Distribute lawn signs and posters
- Continue hosting “meet the candidate” events
- Plan dates for mailing and literature distribute

4 Weeks Out

- Issue news release
- Follow-up on fundraising events
- Participate in town hall events
- Install lawn signs⁷
- Identify scrutineers
- Solicit and prepare endorsement ads

3 Weeks Out

- Issue news release on new topics
- Re-contact people who promised contributions
- Attend all candidates' meeting(s)
- Begin door-to-door canvass
- Participate in town hall debates
- Post ads in newspapers

2 Weeks Out

- Issue news release
- Canvass door-to-door and by telephone
- Distribute flyers
- Pick up all necessary materials from returning officer
 - o You are entitled to have one official agent or scrutineer at each voting station.
 - o Your returning officer will explain how official agents are appointed.
 - o An official agent or scrutineer must be 18 years of age.

1 Week Out

- Distribute flyers
- Name a scrutineer for every poll
- Canvass door-to-door
- Publish endorsement ads

Election Day

- Make sure all your voters vote
- Coordinate telephone campaign to known supporters to offer transportation
- Arrange transportation to voting stations
- Do not canvass or solicit votes in or immediately adjacent to a voting station
- Do not display or distribute campaign material inside or on the outside of a building used for a voting station

Post-Election

- Host a party to thank your team and celebrate yourself
- Send thank you letters to all your contributors
- Thank the electorate
- Keep all records for your next election
- File your campaign disclosure statement
- Remove your lawn signs and posters

⁷Check provincial signage legislation and municipal signage by-laws for more information on rules.

Appendix 3: Sample News Release

News Release

Smith Announces Run for Party Nomination

September 24, 2018
Cornwall

Jane Smith, 39-year resident of Cornwall, has today announced her intention to seek the _____ Party nomination for the provincial constituency of Cornwall-Meadowbank.

In announcing her bid today, Ms. Smith said, “The people of Cornwall-Meadowbank have given me a lot over the years, and I want to give back in a way that will make a difference by representing them in the Legislative Assembly of Prince Edward Island.”

Smith is a teacher at Westwood Elementary in Cornwall and has spent many years as a volunteer firefighter, as a United Way fundraiser, and with the PEI Newcomers Association as an English tutor. This is her first bid for provincial office.

“Politics interests me because change interests me, and I think the people of Cornwall-Meadowbank want change in representation and in the way politics is done,” she said. “I believe, with my experience and skills, I have a valuable contribution to make,” she added.

Her primary concerns are the education system, health care, and agriculture.

As a life-long resident of Prince Edward Islander, Jane Smith moved to Cornwall in 2005 to begin her career as a teacher. She is a single parent who is raising two children: Sam, 17, and Jordan, 15.

For more information, or Ms. Smith’s biography and résumé, contact the Committee to Elect Jane Smith at _____.

Contact:

(name of person handling media enquiries) (name of party)
(phone number) (email address) (website address)

Appendix 4: Suggested Web Resources

ACE Electoral Knowledge Network
aceproject.org

Assembly of First Nations (AFN)
www.afn.ca/index.php/en

Black Cultural Society of PEI
www.facebook.com/blackculturalsocietypei

Democracy Kit
www.democracykit.org

Election Almanac
www.electionalmanac.com/ea

Elections Canada
www.elections.ca

Elections Data
www.sfu.ca/~aheard/elections

Elections PEI
www.electionspei.ca

Equal Voice Canada
www.equalvoice.ca

Federation of Canadian Municipalities
www.fcm.ca/home/programs/women-in-local-government.htm

iKNOWpolitics
iknowpolitics.org/en

Indigenous Services Canada
www.canada.ca/en/indigenous-services-canada.html

Inter-Parliamentary Union – Women in Politics
www.ipu.org/iss-e/women.htm

International Women’s Democracy Center
www.iwdc.org

Maritime Aboriginal Peoples Council (MAPC)
mapcorg.ca

Mi'kmaq Confederacy of PEI
mcpei.ca

National Democratic Institute: Women's Political Participation
www.ndi.org/womens-political-participation

Native Council of Prince Edward Island
www.ncpei.com

PEI Association for Newcomers to Canada
www.peianc.com

PEI Advisory Council on the Status of Women
www.gov.pe.ca/acsw

PEI Council of People with Disabilities
www.peicod.pe.ca

Ready for Her Initiative
www.alberta.ca/ready-for-her.aspx

Running Start: Bringing Young Women
runningstartonline.org

She Should Run
www.sheshouldrun.org

Status of Women Canada
www.swc-cfc.gc.ca/index-eng.html

The International Institute for Democracy and Electoral Assistance
www.idea.int

UN Women: Women's Leadership and Political Participation www.unwomen.org/en/what-we-do/leadership-and-political-participation

Appendix 5: Chronology of Political Gains and Achievements

1758 - 1866	With few exceptions in the colonies that would later form Canada, the vote is a privilege reserved for a limited segment of the population — mainly affluent white men.
1867—1884	Canadian Confederation. In all provinces, there are three basic conditions for becoming an elector: being male, having reached the age of 21, and being a British subject by birth or naturalization.
1888	Unmarried women in Charlottetown gain the right to vote in municipal elections.
1892	Unmarried women in Summerside gain the right to vote in municipal elections.
1899	Women gain the right to sit on school boards in Charlottetown and Summerside.
1918	Women over the age of 21 who are Canadian citizens gain the right to vote in federal elections, with the exception of First Nations women.
1922	Island women gain the right to vote in provincial elections, with the exception of First Nations women.
1929	After the famous “Persons Case” was heard before the British Privy Council (at that time the court of appeal for the Supreme Court of Canada), Canadian women were declared “persons” eligible to serve in the Senate of Canada.
1951	Hilda Ramsay (Co-operative Commonwealth Federation) is the first woman candidate to campaign for a seat in the Legislative Assembly of PEI.
1955	Elsie Inman is the first Island woman appointed to the Senate of Canada.
1960	First Nations people living on reserve gain the right to vote in federal and provincial elections without losing their registered status.
1960	Mary Bernard is the first woman elected chief of the Lennox Island First Nation.
1961	Mary Margaret Smith MacDonald (Progressive Conservative) is the first Island woman, as well as the first woman east of Ottawa, elected to the House of Commons.
1968	Dorothy Corrigan is the first woman elected mayor of Charlottetown.
1970	The Report of the Royal Commission on the Status of Women in Canada is tabled.
1971	Jean Canfield (Liberal) is the first woman elected to the Legislative Assembly of PEI.
1972	Margaret Bernard is elected first chief of the newly formed Abegweit First Nation.

1979	Frances Perry is the first woman elected mayor of Summerside.
1982	Leone Bagnall (Progressive Conservative) is appointed as the first female Minister Responsible for the Status of Women.
1983	Marion Reid (Progressive Conservative) is the first woman in PEI to hold the office of Speaker of the Legislative Assembly of PEI.
1990	Pat Mella (Progressive Conservative) is the first woman in PEI to be elected Leader of a provincial political party in a leadership convention.
1990	Marion Reid is appointed the first woman Lieutenant Governor of Prince Edward Island.
1993	Kim Campbell (Progressive Conservative) becomes the first woman Prime Minister of Canada.
1993	Catherine Callbeck (Liberal) is the first woman in PEI and Canada to be elected Premier in a general election.
1993	For the first time in history five women occupy the highest levels of government in PEI. PEI's Famous Five: From left to right: Speaker of the House Nancy Guptill, Lieutenant Governor Marion Reid, Leader of the Opposition Pat Mella, Premier Catherine Callbeck, Deputy Speaker Libbe Hubley.
2005	Sharon Labchuk becomes the first Island woman to found a political party (PEI Green Party).
2006	The percentage of women elected to the Legislative Assembly of PEI peaks at 26%.

NOTES

PRINCE
EDWARD
ISLAND

COALITION
FOR WOMEN IN
GOVERNMENT