



Volunteers can be the heart of any political campaign. If you are a future candidate or someone who wants to help a candidate, check out the ideas below. *Good luck!*

## What Can I Do To INFO SHEET Help?

### 2022 MUNICIPAL ELECTION – KEY DATES

<b>Candidate Nomination Period</b>	May 2, 2022 to August 19, 2022 <sup>(1)</sup>
<b>Active Campaign Period</b>	From the date candidate's nomination is registered to election day <sup>(2)</sup>
<b>Election Day</b>	October 24, 2022

#### IF YOU ARE RUNNING

##### When & How to Start

- ✓ As soon as you make your decision, start by telling your family and close friends
- ✓ Get their reactions and, if positive, ask them to help on your campaign
- ✓ During these discussions, ask about their available time and areas of interest (see details on page 2)
- ✓ Try to assemble a team that is large enough to help but not too big to manage
- ✓ The goal is to have a team in place before the campaign starts (May 2022). It may take a few months to set up your team, so start now.

#### IF YOU ARE HELPING

##### When & How to Start

- ✓ Once you decide you'd like to help, begin thinking about your ideal candidate right away
- ✓ If that person is already elected, reach out to chat about their previous campaign experience. They may direct you to someone who was on their team, who can help you decide what you'd like to do
- ✓ If your ideal candidate is not currently elected, reach out to them to ask if they are interested in running. If yes, tell them you want to help
- ✓ The goal is to help the candidate and the team while learning new skills and enjoying your volunteer activity.

**Want to help electHER?** We welcome everyone, including women who want to run and all who wish to support our goal of achieving sustainable gender balance in Grey Bruce. Sign up at <https://www.electhernow.ca/contact>.

Notes: (1) For more information about 2022 Ontario Municipal Election dates and details, visit [HERE](#)

(2) For more details about Campaign Planning, plan to attend the electHER Campaign School Series (Feb. – April 2022). [Sign up HERE](#)



Candidates can do it on their own, but the old saying is true: Many hands make light work... plus it's a lot more fun! *Good luck!*

## What Can I Do To INFO SHEET → Help?

### WHAT ARE THE KEY ROLES?

**Campaign Manager** – Will coordinate all aspects of the campaign. Others may participate in specific areas, but the Campaign Manager will know what's happening at any given moment

- ✓ The Campaign Manager will help recruit volunteers and is the only person the candidate should feel comfortable speaking on their behalf (to team members, voters or the media). So, pick wisely!
- ✓ Typical time required is 1-3 hours per day during the campaign.

**Campaign Finance/Agent** – Will help manage all campaign finances and prepare the necessary reporting (1)

- ✓ Pick someone who is good with numbers, dependable and organized. If you choose to accept donations or run fundraising events, find someone who is comfortable with asking for money from others
- ✓ Typical time commitment is 1-3 hours per week during the campaign and 5-10 hours afterwards to process the necessary reporting.

**Communications & Social Media Volunteers** – People with specific marketing experience will help to create a professional look and consistent messaging

- ✓ Pick people who have experience in both conventional (brochures and signs) and new marketing activities (social media posts & advertising)
- ✓ Social Media is an effective and cost-efficient way to get the word out. Sometimes social media comments can be rough, so having an experience person to manage it will allow the candidate to avoid negative exposure and focus on what's important. Just remember, responses and strategies should be cleared by the Candidate or Campaign Manager in advance (see above)
- ✓ Typical time commitment is 10-20 hours at the beginning of the campaign to create the look and artwork and 3-4 hours per week during the campaign period for social media.

**Other Campaign Volunteers** – A larger group of dedicated volunteers to assist the Candidate and Campaign Manager with duties that require support

- ✓ Door Knocking – Candidates will need lots of help knocking on doors and distributing campaign literature. Having a larger group of people to accompany the candidate or go out in teams will make this important task much easier
- ✓ Signs – If lawn signs are being displayed, a team of people is helpful to distribute, monitor and collect after the campaign
- ✓ Special Event Support – When the candidate attends meetings or makes presentations, it's always nice to have friendly faces along. Volunteers can help by organizing events, providing candidate support and inviting people to attend.

**Want to help electHER?** We welcome everyone, including women who want to run and all who wish to support our goal of achieving sustainable gender balance in Grey Bruce.

Sign up at <https://www.electhernow.ca/contact>.

Notes: (1) See 2018 Campaign Finance Information (pages 16-27) [HERE](#)

(2) For more details about Campaign Planning, plan to attend the electHER Campaign School Series (Feb. – April 2022). [Sign up HERE](#)