



Engaged Citizens of Burlington Municipal Elections Workshop

7pm Thursday February
22, 2018 Tansley Woods
Community Centre

Our Story: Engaged Citizens of Burlington is a **not for profit** group working towards a better Burlington for generations to come. Working with the City of Burlington and other **stakeholders** in the civic process.

Culture: We are a growing, diverse group of residents and business people who want only the best for Burlington. The group is energized to bring voices and action to challenges that will affect the quality of life in our city today and in the future.

Time	Agenda
7:00	Welcome & Introductions Workshop Overview
7:10	“Candidates’ Guide for Ontario Municipal 2016 – 2018 (updated June 2017)” Government of Ontario
7:25	Are We Ready? Assessing a Run for Office [Democracy Kit]
7:40	What’s It Like Being the Candidate? A Personal Perspective, Speaker: <i>Mark Carr</i>
7:50	What’s It Like to be a Women in Politics & Successful <i>Campaigning, Speaker: Diane Leblovic</i>
8:00	What’s It Like Being a Councilor? A Personal Perspective, Speaker: Peter Thoem
8:15	<i>Questions to Panel</i>

8:40	Survey: What do you need next?
9:00	Adjournment



2016-2018 Candidate Guide for Ontario Municipal and School Board By-elections

Source: <http://www.mah.gov.on.ca/AssetFactory.aspx?did=15843>
 Changes to Municipal Elections Act will come into force April 1, 2018.
 Relevant legislation and regulations found at www.e-laws.gov.on.ca.

Eligibility to Run - municipal & school board	<ul style="list-style-type: none"> - you must be eligible to vote in a municipality, be a Canadian citizen over age 18 - if you run in a ward where you do not live, you will not be able to vote for yourself - municipal & board employees take a leave of absence; resign if you win; unless you run for office in a different municipality
Nominations 25 eligible voters must sign your nomination	<ul style="list-style-type: none"> - Nomination Form in person with your municipal clerk; clerk certifies you - \$200 head of council, \$100 for all others; with your nomination /* refundable - can file from Tuesday, May 1, 2018 up until 2 p.m. on Friday, July 27, 2018 - If you withdraw you must notify clerk; still required to file a campaign financial statement even if you do not accept any contributions or incur any expenses. - * You are entitled to have your nomination fee refunded if you file your campaign financial statement by the filing deadline.
Campaigning	<p>Signs - each municipality will have rules; they and website must come down afterwards. Getting information out - you provide voters with your campaign information, not the municipal clerk; nor do municipal clerks organize meetings or debates Joint campaigns/slates – permitted, but each candidate must keep their finances separate and any joint expenses must be divided between the campaigns.</p>
On voting day / Ties / Recounts / Wrapping up your campaign	<p>Campaign must end 45 days after voting day; close your campaign bank account; file the campaign financial statement 75 days after voting day</p>
Campaign Finance - see Campaign Finance	<ul style="list-style-type: none"> - You are responsible for keeping records; see Campaign Financial Statement that must be filed to make sure that you are keeping records of all the information - these include: receipts issued for every contribution, including your own; all expenses; funds raised & expenses from fundraising; monies received by donations of \$25 or less; terms of any loan received from a bank - You are required to keep your campaign financial records until December 2018 when the next council or school board takes office.
Bank account	<ul style="list-style-type: none"> - a bank account is required if you accept any contributions (including contributions of money from yourself) or incur any expenses - All contributions and all paid expenses go through the campaign account Contributions <ul style="list-style-type: none"> - Contributions: money, goods or services that are given to you for use in your campaign, including money & goods that you contribute yourself - when good or services are provided at a discount the difference is considered a contribution <ul style="list-style-type: none"> - You may reuse signs left over from a previous campaign - You can only accept contributions after you have filed your nomination and you cannot accept contributions after your campaign period has finished
Bank account, cont.	<ul style="list-style-type: none"> - NOT deemed to be contributions: volunteers working for your campaign; a cash donation of \$25 or less received at a fundraising event; the value of free political

	<ul style="list-style-type: none"> - advertising; a campaign loan from a bank - Allowable contributors: individuals normally resident in Ontario, you & spouse - - Not allowed: clubs, associations or ratepayer's groups; federal/provincial political party, constituency association, or a registered candidate; a federal or provincial government, a municipality or a school board; businesses or corporations; trade unions
Contribution Limits	<ul style="list-style-type: none"> - \$1,200 to each person who contributes to your campaign - \$5,000 to candidates in the same jurisdiction - \$25 or less can be made in cash; all others by cheque, money order, or by a method that clearly shows where the funds came from. Municipal Limits on Contributions from yourself and your spouse
Contribution receipts	<ul style="list-style-type: none"> - You must issue a receipt for every contribution you receive, showing: who made the contribution, the date, and the value - If the contribution was in goods or services, you must determine the value of the goods or services and issue a receipt for the full value. - You are required to list the names and addresses of every contributor who gives more than \$100 total to your campaign in your financial statement. <p>-Note: Contribution receipts are not tax receipts. Contributions to municipal and school board campaigns cannot be credited against provincial or federal income taxes.</p>
Returning ineligible contributions	The spending limit is calculated on the number of electors: for head of council: \$7,500 plus \$0.85 per eligible elector; council member or trustee: \$5,000 plus \$0.85 per eligible elector
Fundraising Spending Limit	
Compliance & Enforcement Frequently Asked Questions Completing the Financial Statement A-Z Tips for Completing Form 4 [financial] – Visit Website for Additional Information	



Are We Ready?

Assessing a Run for Office

Answer the question below in 1-2 sentences

Candidate Self-Assessment

PURPOSE

<i>My mission is to...</i>	
<i>I am running to...</i>	
<i>I am the best person to run because...</i>	

PERSONAL & FAMILY IMPACT

<i>How long will the campaign last?</i>	
<i>Do I have plans to cover my expenses while I'm running?</i>	
<i>Who will be my key support?*</i>	

*i.e. emotional support and day-to-day life, like daily chores, responsibilities, groceries, finances

FUNDRAISING

<i>Amount successful campaigns running for the role I am seeking raise?</i>	
<i>If I started asking tomorrow, I feel comfortable I could personally raise this amount from my existing network:</i>	

COMMUNITY SUPPORT

<i>Do I have a roster of supporters and influencers backing me and my mission? Who would I approach to work on my campaign?</i>	
<i>If I started asking tomorrow, I feel comfortable I could personally get this support from my existing network:</i>	

Team Assessment

Team Question & Framework	
<i>Do you have a leadership team?</i>	Campaign Manager (A really disciplined team leader) Financial Officer (Ideally an accountant/bookkeeper) Fundraising Lead
<i>Do we have prospects for other roles?</i>	Volunteer Coordinator (Canvassing, signs, pamphlet drops, election day) Communications (social media/brochures/paid media) Policy Development Events Coordinator

Strengths

Candidate

Team

Other

Weaknesses

Candidate

Team

Other

Threats

- Who is your opposition?
 - Is there an incumbent?
 - Who are they connected to?
 - Who are their core supporters?
 - What are their political ties, communities of common bond, religious/spiritual communities, business community or industry

Who keeps getting elected here and why? Is there a common thread?

Opportunities

- What strategic alliances can you leverage?
- What are the upcoming community events?
- What are your opponents' shortcomings or area of weakness?
- Do you have access to any data (eg. supporter list)?
- What fundraising opportunities exist?
- What skills, experience, and contacts does your team have?

Conclusion

Assessment & Framework

<i>How much money do I need?</i>	
<i>How much money do I have?</i>	
<i>What's my plan to raise the rest?</i>	
<i>Have I walked through the answers to my questions in this self-assessment with my key support people?</i>	
<i>Do I have a core team to start planning?</i>	Team skills to consider: 1. Management 2. Funds 3. Communications

Next Steps

<i>Information gathering</i>	Information Plan & Deadline
<i>Outreach</i>	Information Plan & Deadline
<i>Other?</i>	Information Plan & Deadline

About A Better Burlington

ECOB brings together local residents frustrated by the nature of politics in Burlington who have joined together to offer a new vision for politics in our communities.

Drawn together by a mutual desire to see integrity, transparency and accountability in municipal politics we are committed to a Burlington that is more democratic, more equal and more open.

This workbook has been adapted from open source election campaign tools available at www.DemocracyKit.org



Your local municipality's website and Clerk's office
Ontario Ministry of Municipal Affairs Municipal Election website

SURVEY



2018 Municipal Election Workshop

Name: _____

Municipality: _____

What elected position are you considering running for?

- Councillor/ Alderman
 Mayor
 Regional Chair
 School Board Trustee

How would you rank each of the following presentations?

Municipal Guide Overview



Campaign Self-Assessment



Candidate Perspective



Councillor Perspective



Comments:

What workshops or training sessions would you want to see offered in the future?

- Campaign Manager Training
 Volunteer Recruitment and Training
 Campaign Finance Management
 Social Media and Digital Organizing
 Communications and Marketing
 Fundraising

Any Others?:

How much time do you plan on committing to training for your campaign leadership?

- None
 1-5 hours
 1 day
 1 weekend
 2+ weekends

What paid services do you plan on accessing during the election campaign?

- Graphic Design
 Website Design
 Copywriting
 Video Production
 Photography
 Online Advertising
 Social Media Management
 Telephone Polling
 Database Management

Any Others?:
