



Elect More Women

Education Series for women candidates and volunteers 2009-2010

Preparing women for the 2010 Municipal Election

We will be conducting the following evening sessions to prepare future women candidates and campaign volunteers for the Municipal election in November 2010. If you are thinking about running as a school board trustee, councillor or considering volunteering on a campaign these sessions have been designed with you in mind.

1. Making the Decision to Run

- What are the responsibilities of a councillor and school board trustee?
- What municipal issues are motivating you to run?
- How will this decision impact you and your family?
- How do you choose a ward to run in? How do you do an analysis?
- Once a decision is made, what are the next steps?
- What is the nomination process?

WHEN: November 17th, 2009 -6.00pm-8.30pm-YWCA Hamilton-75 MacNab St S, Hamilton, Room 5R **RSVP:** 905 522 9922x 111 or email: electmorewomen@yahoo.ca

2. Campaign Team and Developing Your Platform

- Who do you need on your team? Develop a list of key skills that you will be looking for in volunteers
- Volunteer Management
- What will you include in your platform? Develop key messages and campaign slogan

WHEN: January 19th, 2010-6.00pm-8.30pm-YWCA Hamilton-75 MacNab St S, Hamilton, Room 5R --**RSVP:** 905 522 9922x 111 or email: electmorewomen@yahoo.ca

3. Campaign Finances and Fundraising Strategies

- Create a campaign budget-know the limits and the costs associated with running a campaign
- Know the rules-Municipal Election's Act
- Fundraising strategies that work

WHEN: February 2nd, 2010- 6.00pm-8.30pm-YWCA Hamilton-75 MacNab St S, Hamilton, Room 5R -- **RSVP:** 905 522 9922x 111 or email: electmorewomen@yahoo.ca



4. Campaign Tools

Develop the tools you will need to get your message out to voters.

- Signs and Brochures
- Web presence-Social Media

WHEN: February 16th, 2010- 6.00pm-8.30pm-YWCA Hamilton-75 MacNab St S, Hamilton, Room 5R--**RSVP:** 905 522 9922x 111 or email: electmorewomen@yahoo.ca

5. Canvassing

Canvassing is one of the most important things a candidate and volunteers will do during the campaign. Knocking on doors and meeting voters is critical to a winning campaign.

This interactive workshop will have participants knock on doors and have actors on the other side of the door! This workshop will prepare and teach you what to expect when you are going door to door meeting the voters in your area.

WHEN: March 23rd, 2010- 6.00pm-8.30pm-YWCA Hamilton-75 MacNab St S, Hamilton, Room 5R- **RSVP:** 905 522 9922x 111 or email: electmorewomen@yahoo.ca

6. Preparing for Debates

Nervous about debating? Join us in this interactive workshop that will provide participants with an opportunity to prepare for and participate in an election debate. We will videotape the debate and provide feedback to future candidates in this session.

WHEN: April 13th, 2010-6.00pm-8.30pm-YWCA Hamilton-75 MacNab St S, Hamilton, Room 5R- **RSVP:** 905 522 9922x 111 or email: electmorewomen@yahoo.ca

7. Media for Candidates

A reporter sticks a microphone in your face - now what?! This workshop will assist you with how to attract media attention, public speaking, and building a relationship with the media.

WHEN: April 20th, 2010-6.00pm-8.30pm-YWCA Hamilton-75 MacNab St S, Hamilton, Room 5R-- **RSVP:** 905 522 9922x 111 or email: electmorewomen@yahoo.ca

****Mark Saturday May 15th, 2010 in your calendars so that you can participate in our 3rd Elect More Women Conference. We will be sending further details in the New Year****