



NOVA SCOTIA FEDERATION
OF MUNICIPALITIES

RUNNING A SUCCESSFUL CAMPAIGN

For Municipal Elections 2020

Better government. Stronger communities.





DO YOU HAVE WHAT IT
TAKES TO WIN?

A SUCCESSFUL CAMPAIGN:

Are my family and friends on board?

Am I prepared to ask people to volunteer on my campaign?

Can I handle the campaign? Am I healthy?

Can I win?

What is it going to cost to run? Can I raise the money?

How will this affect my current career – win or lose?

Is this the right time in my life?

Is there any reason I shouldn't run?

How do I represent this community?





DEVELOPING YOUR PLATFORM

YOUR PLATFORM SHOULD OUTLINE:

- Who you are
- Reasons why people should vote for you
- Key messages
- Ways in which you will make your community better



YOUR MESSAGE SHOULD BE:

- Clear and concise
- Aimed at your target audience
- Convey a core set of principles
- Be memorable
 - ***Remember:** municipal council decisions require majority support, so don't promise what you can't deliver.*
 - *Once you go public with your campaign positions, they're hard to change. Take the time to get it right!*



YOUR KEY MESSAGE

I'm running for office because...

❖ *Answer the question in 30 seconds or less*

❖ *Be as specific as possible*



BUDGET



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- Do I have enough money to run?
- Largest costs will be signage, print materials and gas for travel
- Costs to host small party to say thank you to your volunteers
- Costs vary by municipality depending on geographic area and population





COMMUNICATIONS
STRATEGY

COMMUNICATIONS ARE KEY

- Your key message
- Signage (how many, strategic location, when they can go up and when to take down)
- Print materials – brochures, flyers, posters
- Conducting interviews with local media
- Website/social media platforms
- Canvassing
- Developing and sending out media release to announce your candidacy



THE CAMPAIGN PLAN

PLAN AHEAD

- **The campaign plan** begins with two simple questions:
 - How do I reach every voter?
 - How do I convince people to vote for me?
- **Your strategic plan**
 - Decides all campaign activities and communications
 - Takes into account financial and human resources as well as time lines
- Important to appoint campaign manager/official agent





GOOD LUCK