



Campaign School for Women
**Empowering Women
to Run for Elected
Leadership**

PRESENTATION

COURSE DESCRIPTION



Women and girls make up half of the population in the NWT.

Appropriate representation in elected positions will be supported in this workshop – your experience & input matters!

CURRICULUM DEVELOPMENT



We surveyed women around the Northwest Territories and asked them what areas they would like to develop when considering running for an elected leadership position.

DAY 1: LEADERSHIP SKILLS



Characteristics that are believed to best serve women as they consider running for elected leadership in the NWT:

- Confidence
- Communication Skills
- Conflict Management Skills
- Public Speaking Skills

DAY 2: ELECTION-SPECIFIC SKILLS



In this section, we break down the essential skills required to consider when running for an elected position. These include:

- How to successfully fundraise for a campaign
- How to organize a team to support a candidate
- Leveraging effective campaigning strategies
- Steps are required to get a name on the ballot

Campaign School for Women

DAY 1: PREPARATION



ACTIVITY 1: Leadership Qualities?

Consider a positive role model or leader in your life.

What important qualities did they possess? List them in your workbooks.

Share your list with another person and discuss the impact that those qualities had on you.

MODULE 1: YOU GOT THIS!



When looking at the list of positive role model or leader qualities, highlight any of those qualities that you believe you currently possess. Be prepared to share these.

With a partner, share the qualities that you highlighted and explain how these could be valuable during campaigning and while in office, if elected.

MODULE 1: YOU GOT THIS!



ACTIVITY 2: How Does Your Experience Make You Qualified?

Look back to the previous activity and write the leadership qualities that you identified with.

For each of those words, list how you have gained and/or demonstrated those qualities.

Link how those qualities that you gained through experience can be assets in running for an elected leadership position.

MODULE 1: YOU GOT THIS!



MODULE 1: YOU GOT THIS!



Common traits of successful leaders

Consider the list of common traits of political leaders.

Do you think this is a list that accurately reflects what is required in the political environment in which you operate?

Are there changes you would make to this list?

MODULE 1: YOU GOT THIS!



ACTIVITY 3: Traits of Political Leaders

Consider the last trait on the list, “purpose or focus.”

What calls you to serve as a political leader?

What do you think are the most important principles for political leaders to uphold?

MODULE 1: YOU GOT THIS!

Module Summary

Taking some time to clearly identify who you are as a leader and what you have to offer to your community will help to validate your sense of confidence and competency to run for elected leadership positions. Once you're clear on these items, you can campaign with clear leadership that will help the voters better understand who you are and what makes you the most qualified candidate to represent their needs and interests.

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DAY 1: PREPARATION

MODULE 2: COMMUNICATION

- How would your friends and family describe your communication style?
- What are your strengths when it comes to communicating?
- When do you struggle to communicate effectively?
- As a potential candidate, what communication best practices are you aware of that you will work to achieve?



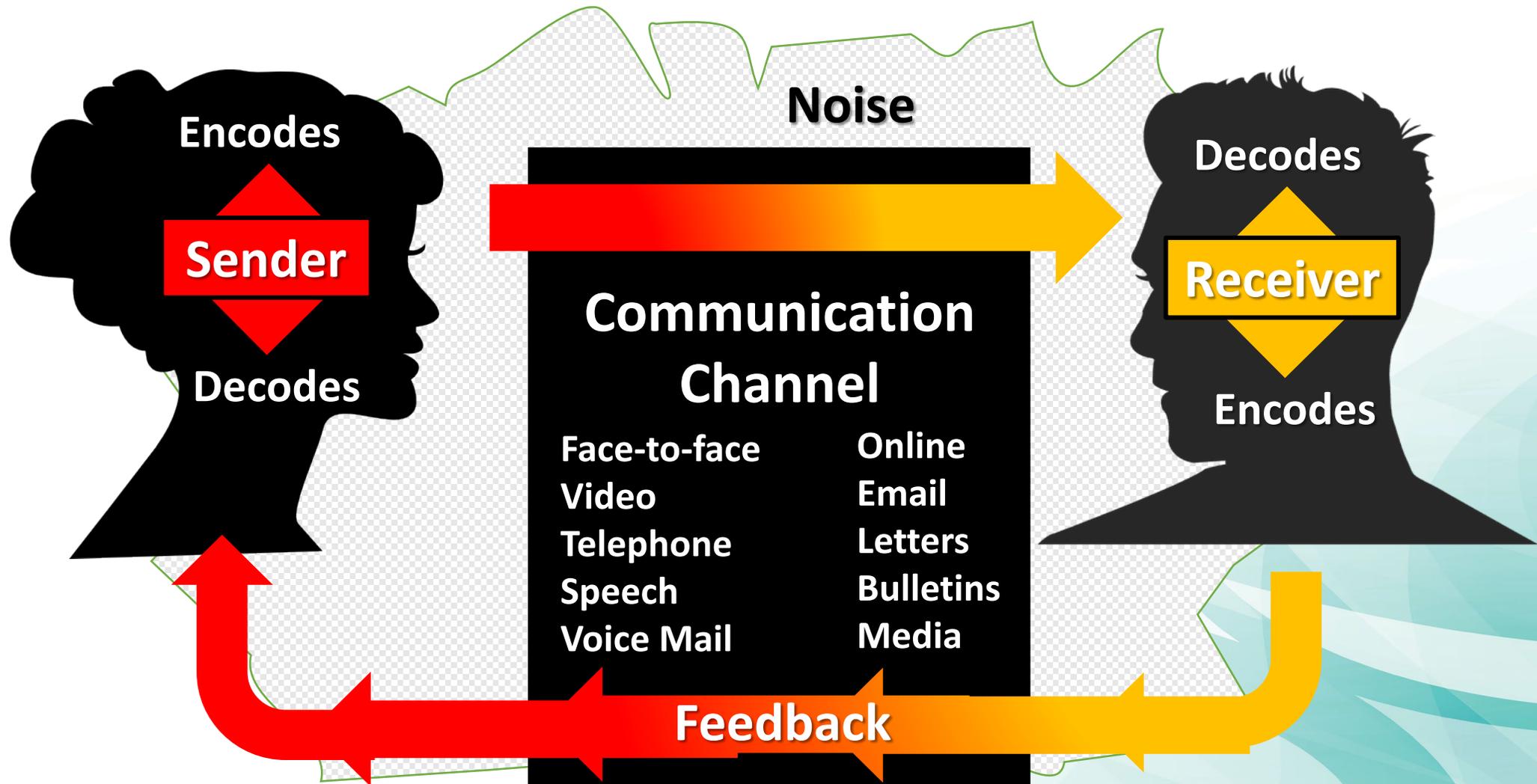
MODULE 2: COMMUNICATION

Figure 1



MODULE 2: COMMUNICATION

Figure 2





Barriers to Communication

- Environmental
- Personal

MODULE 2: COMMUNICATION



Emotions - Anger

MODULE 2: COMMUNICATION



What is active listening?

Why is it important for a political leader to have strong active listening skills?

MODULE 2: COMMUNICATION

Module Summary

As an elected official, it's important to have the confidence to think on your feet and in the moment, but it's advisable to hold back your initial thoughts and ideas on issues that may appear to be controversial or divisive until you've done your homework on all sides of an issue. Having time to prepare your position so that you can clearly communicate your underlying interests is a beneficial approach to clear and effective communication.

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DAY 1: PREPARATION

MODULE 3: CONFLICT MANAGEMENT





ACTIVITY 1: Understanding Conflict

Define what conflict is to you, or how it occurs to you.

Consider a potential conflict that may arise between various community members that you may need to navigate as a political leader.

MODULE 3: CONFLICT MANAGEMENT



ACTIVITY 1: Understanding Conflict

Consider a potential conflict that may arise between various community members that you may need to navigate as a political leader.

MODULE 3: CONFLICT MANAGEMENT



Step 1: Position Statement
Clarification

Step 2: Interest Clarification

Step 3: Option Exploration

Step 4: Defined Scope

Step 5: Selection of Feasible Options

Step 6: Agreement Strategy

MODULE 3: CONFLICT MANAGEMENT

	Party #1	Party #2
Position <i>What they say they want.</i>		
Interest <i>Why they want it.</i>		
Options <i>Possible solutions that could meet the needs of both the party's interests.</i>		
Scope <i>Resources that will determine if an option is possible or not such as time or money.</i>		
Selection of Feasible Options <i>(what options remain after applying the scope?)</i>		
Agreement Strategy		

MODULE 3: CONFLICT MANAGEMENT

Module Summary

As a leader in the community, you must be prepared to deal with conflict on a regular basis and recognize that conflict itself is not a negative experience. Conflict can also lead to connection, mutual understanding and innovation. Consider what insights you gained about your relationship to conflict resolution.

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DAY 1: PREPARATION

MODULE 4: PUBLIC SPEAKING

As a candidate in an election, you will need to cultivate votes.

Studies show that by identifying the things that we are afraid of and using our rational minds to explore those fears, we are able to significantly reduce the way that we experience our fears.



MODULE 4: PUBLIC SPEAKING



ACTIVITY 1: **Public Speaking Skills**

Go to page 24 of your workbook and answer the questions.



ACTIVITY 2: **Developing Public Speaking Skills**

Go to page 25 of your workbook and answer the questions.

MODULE 4: PUBLIC SPEAKING

Things to keep in mind:

- Make eye contact
- Speed of speech
- Pauses
- Body language
- Voice levels and tone
- Avoid sarcasm
- Be brief and to the point



MODULE 4: PUBLIC SPEAKING

Module Summary

When running for any elected position, public speaking can be one of your greatest assets. It helps people to connect with you and what you stand for. The most powerful and persuasive public speakers come across as passionate and genuine so if you're clear on your campaign and why people should elect you, be sure that your message doesn't get muted by your fear of public speaking. Take advantage of any opportunity to get up in front of people and the more you do it, the easier and more natural it will become over time.

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END OF DAY 1: PREPARATION

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DAY 2: ELECTION SPECIFIC SKILLS

DAY 1 REVISIT



Feedback

Check In

- Welcome back!
- We covered 4 topics related to leadership skills including:
 - Confidence
 - Communication
 - Conflict Management
 - Public Speaking
- What stood out for you yesterday?
- How are you feeling today?

DAY 2: ELECTION-SPECIFIC SKILLS



In this section, we break down the essential skills required to consider when running for an elected position. These include:

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- Steps are required to get a name on the ballot

MODULE 5: TEAMS



MODULE 5: TEAMS



Political Leaders - Putting together a team

MODULE 5: TEAMS

- Official Agent
- Campaign Manager
- Campaign Headquarters & Office Manager
- Finance Coordinator
- Volunteer Coordinator
- Canvassing Coordinator
- Communications Coordinator
- Signs Coordinator
- Researcher/Information Officer
- Election Day Coordinator
- Community Liaison



MODULE 5: TEAMS

The composition of your campaign team will depend on what works for you in your area and in your circumstances. It's possible to combine some of the roles where needed to streamline efforts. If you've done a good job of fundraising for your campaign, it may be possible to pay your team members a stipend or a salary for their contribution to your campaign, if that is allowed in the rules governing that election.

If you do put together a team to help with your campaign, be sure to take the opportunity at the end of the elections to thank your team for their help.

Module
Summary

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DAY 2: ELECTION SPECIFIC SKILLS

MODULE 6: FUNDRAISING



Fundraising can play a significant role in supporting your campaign so that you can maximize your efforts in reaching out to voters.



MODULE 6: FUNDRAISING

ACTIVITY 1: Planning for Fundraising

The elected position assigned?	Funding Needs for This Position	Possible Sources of Funding

MODULE 6: FUNDRAISING

Fundraising serves an important function in any type of election as it offsets the burden of needing to personally fund your campaign. Although fundraising for elections taking place at the municipal level may not be necessary, it becomes increasingly important to fundraise when the needs of your campaign are greater, such as in territorial elections where campaigns can require significantly larger investments.

It's also important to note that it may be worthwhile to plan and budget for any applicable financial burdens a candidate will have to take into consideration when choosing to run for office due to the possibility of taking time off work for the election period.

Be sure to set up an estimated budget in consultation with those who have gone through a similar election in the past to guide you through your campaign and reduce any avoidable financial stress associated with running in an election.

Module
Summary

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DAY 2: ELECTION SPECIFIC SKILLS

MODULE 7: CAMPAIGNING



Campaigning is about getting your message out.

ACTIVITY 1: Creating Your Campaign Message

Identify 3-5 key issues and create a brief message addressing each based on your values and your perspective on the issue:

Key issue:

Message:

MODULE 7: CAMPAIGNING

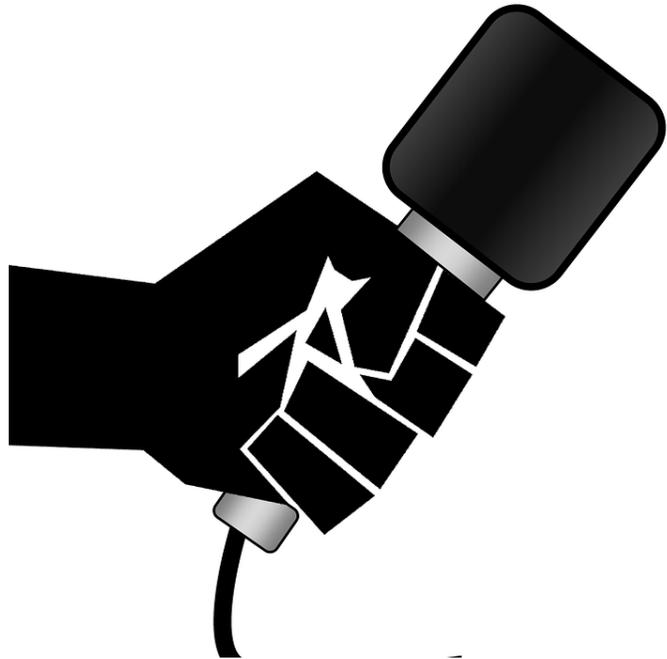


Canvassing and Campaign Practices



Voters List

It is important for candidates to have access to a voters list. This provides information on the number of eligible voters, where they are located and who is not registered to vote.



Getting Out There/You Will Be News

Announcing your candidacy and sharing your experience and background will generate media attention.



Know the Other Candidates

- Who are the other candidates?
- What are their backgrounds, ie: education, previous experience, etc.?
- Describe their previous elected, appointed, or public positions
- What are their voting records?
- What previous public statements or important votes have they made?
- Why are they running for office?
- What issues are important to them?



Media/Press

- Media Do's
- Media Don'ts

ACTIVITY 2: Use Of Social Media



Social Media

Social media has changed how people discover, read, and share news, information and content, and puts powerful publishing tools into the hands of individuals.

MODULE 7: CAMPAIGNING

Running a successful campaign is your best bet at getting elected. Creating a clear message about who you are and why voters should have confidence in you is only part of the task – getting your message out there to as many people as possible is the other part.

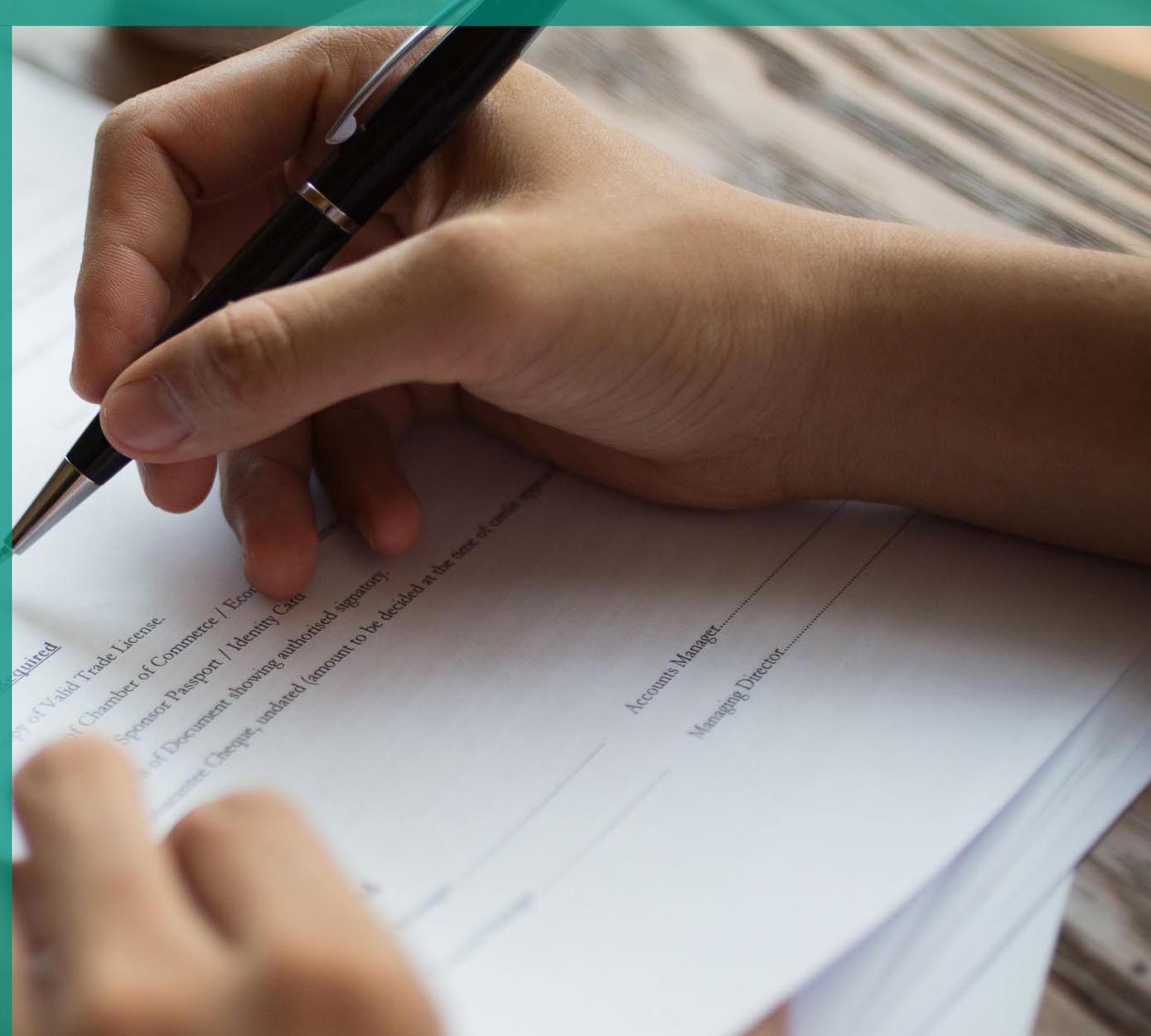
Module
Summary

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DAY 2: ELECTION SPECIFIC SKILLS

MODULE 8: PUTTING YOUR NAME FORWARD

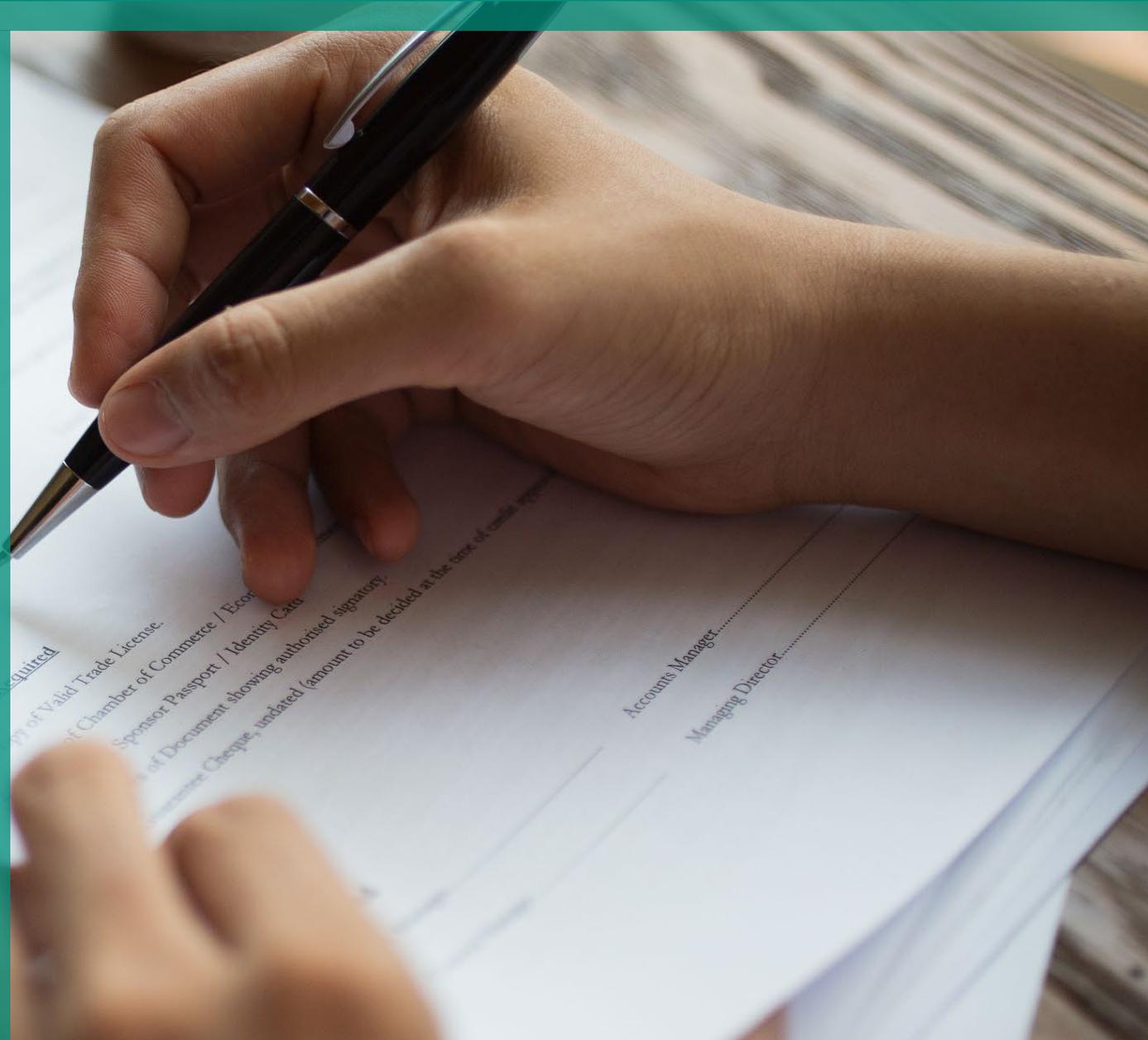
Depending on the type of position you plan to run for, it will be important to recognize the steps required to get your name on the ballot before you officially begin campaigning.



MODULE 8: PUTTING YOUR NAME FORWARD

In Canada we have various levels of government including:

- Federal
- Provincial and Territorial
- Municipal
- First Nation Self Government – formed by a self-government agreement and Act



MODULE 8: PUTTING YOUR NAME FORWARD

There are countless ways to serve your community to affect change. Once you are ready to consider running for an elected official role, be sure to do your homework to understand if you're eligible, how to get nominated, the time requirements in that role, the expectations of serving in that role and the campaign rules. Remember that it's important that our elected officials resemble the people that they serve and that the NWT needs more women to step up into these important and powerful roles.

Module
Summary

WORKSHOP CHECKOUT



Today we covered more technical aspects for running for elected positions.

As we close out our Campaign School workshop, let's go around the room and share what each one of us found most valuable from this workshop to take with us as we work to create further opportunities for women to be elected in more leadership positions across the NWT.