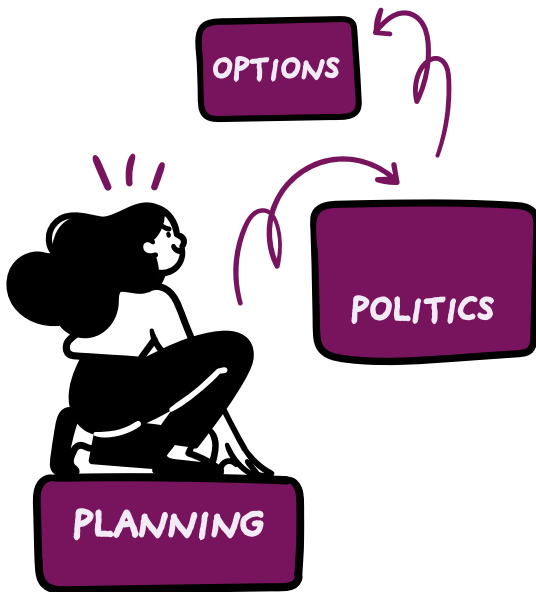


9

Before you get into politics, explore your options!

Are you interested in various aspects of politics? Are you involved in the life of your community? Have you always had a hankering to get into politics, but you wondered if you have what it takes? Even if you don't think you're 100% ready to put your name on the ballot, nothing is stopping you from exploring your options!

Prior to each election, various associations and organizations offer resources, programs and workshops to support women (and members of other groups) interesting in running. The resources listed below are an excellent place to start.



Elections New Brunswick:

To support candidates and raise awareness of electoral issues in the province, the Elections New Brunswick website offers a wealth of online resources free of charge. It is also the place to find official nomination forms and other information on the required administrative procedures.

<https://www.electionsnb.ca/> (in English and French)

#Onestpretes

In conjunction with the #Onestpretes campaign, the Association francophone des municipalités du Nouveau Brunswick (AFMNB), in partnership with the Regroupement féministe du Nouveau-Brunswick (RFNB), has put together a guide for women interested in running in municipal elections.

The guide is available here (in French only):

https://1428e75b-c664-4071-b490-1759a01e86b7.filesusr.com/ugd/ba1bd2_b563155c92744c4e84a99e87d74e65be.pdf

Nova Scotia Advisory Committee on the Status of Women

The Nova Scotia Advisory Committee on the Status of Women has posted an online guide specifically designed to support women (in Nova Scotia) during the political nomination process. Although some of the material is specific to Nova Scotia, most of the content below broadly applies to the New Brunswick context as well.

The resources below include questions to consider prior to going into politics, as well as a pre-campaign checklist. These resources are available in both official languages.

(IN ENGLISH)

- Deciding to Run: https://women.novascotia.ca/sites/default/files/Campaign%20School%20online%20training/Toolkit/1%20Deciding%20to%20Run_2021.pdf
- Planning Your Campaign: https://women.novascotia.ca/sites/default/files/Campaign%20School%20online%20training/Toolkit/3%20Planning%20Your%20Campaign_2021.pdf
- Getting Your Message Out: https://women.novascotia.ca/sites/default/files/Campaign%20School%20online%20training/Toolkit/4%20Getting%20your%20Message%20Out_2021.pdf

(IN FRENCH)

- Décider de se présenter aux élections: https://women.novascotia.ca/sites/default/files/Campaign%20School%20online%20training/Campaign%20School%20toolkit%20French/01_Deciding%20to%20Run_FR_Nov09.pdf
- Planifier votre campagne: https://women.novascotia.ca/sites/default/files/Campaign%20School%20online%20training/Campaign%20School%20toolkit%20French/03_Planning%20Your%20Campaign_FR_Nov09.pdf
- Communiquer votre message: https://women.novascotia.ca/sites/default/files/Campaign%20School%20online%20training/Campaign%20School%20toolkit%20French/04_Getting%20Message%20Out_FR_Nov14.pdf



See Jane Run

See Jane Run is a New Brunswick-based organization created to support women in the St. John region interested in a municipal political career. In recent years, it has helped various candidates new to politics seeking to navigate the nomination process.

Advice before you go into politics (according to See Jane Run)

• ESTABLISH AN ONLINE PRESENCE

Never underestimate the importance of having an effective media (and social media) presence. Create a professional-looking webpage, boost your postings and invest in a website.

• BUILD YOUR TEAM

You will need a good team around you to conduct your campaign. For example, seek out people who can support you with your campaign management, communication strategy, phone calls, door-to-door canvassing and social media.

• DEFINE YOUR “WHY”

Your community would like to know why you want to get involved in the public sphere. Be confident in how you communicate your message and your ideas.

For further information, please consult See Jane Run’s website (in English only): <https://seejane.run/>