



Government of  
Northwest Territories

# 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!

## DAY 1: PREPARATION



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.



# COURSE DESCRIPTION



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: SUBSTANCE



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

## DAY 2: SUBSTANCE



These areas include topics such as:

- 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



# MODULE 1: YOU GOT THIS!



## MODULE 1: YOU GOT THIS!



Consider a positive role model or leader in your life.

What important qualities did they possess?

List them in your workbooks.

## MODULE 1: YOU GOT THIS!



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.

## MODULE 1: YOU GOT THIS!



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: How Does Your Experience Make You Qualified?

Look back to the previous activity on page (8) and write the leadership qualities that you identified with here.



## MODULE 1: YOU GOT THIS!



### ACTIVITY: How Does Your Experience Make You Qualified?

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

## MODULE 1: YOU GOT THIS!



### ACTIVITY: How Does Your Experience Make You Qualified?

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

# MODULE 1: YOU GOT THIS!





## MODULE 1: YOU GOT THIS!



### ACTIVITY: Traits of Political 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: Traits of Political Leaders

Consider the last train 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!



Confidence & Leadership Styles



# MODULE 1: YOU GOT THIS!



Leadership & Politics

.....  
Political leadership is  
broader than any  
other field



# MODULE 1: YOU GOT THIS!



# MODULE 1: YOU GOT THIS!

## Module Summary



## 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 effectively communicate?



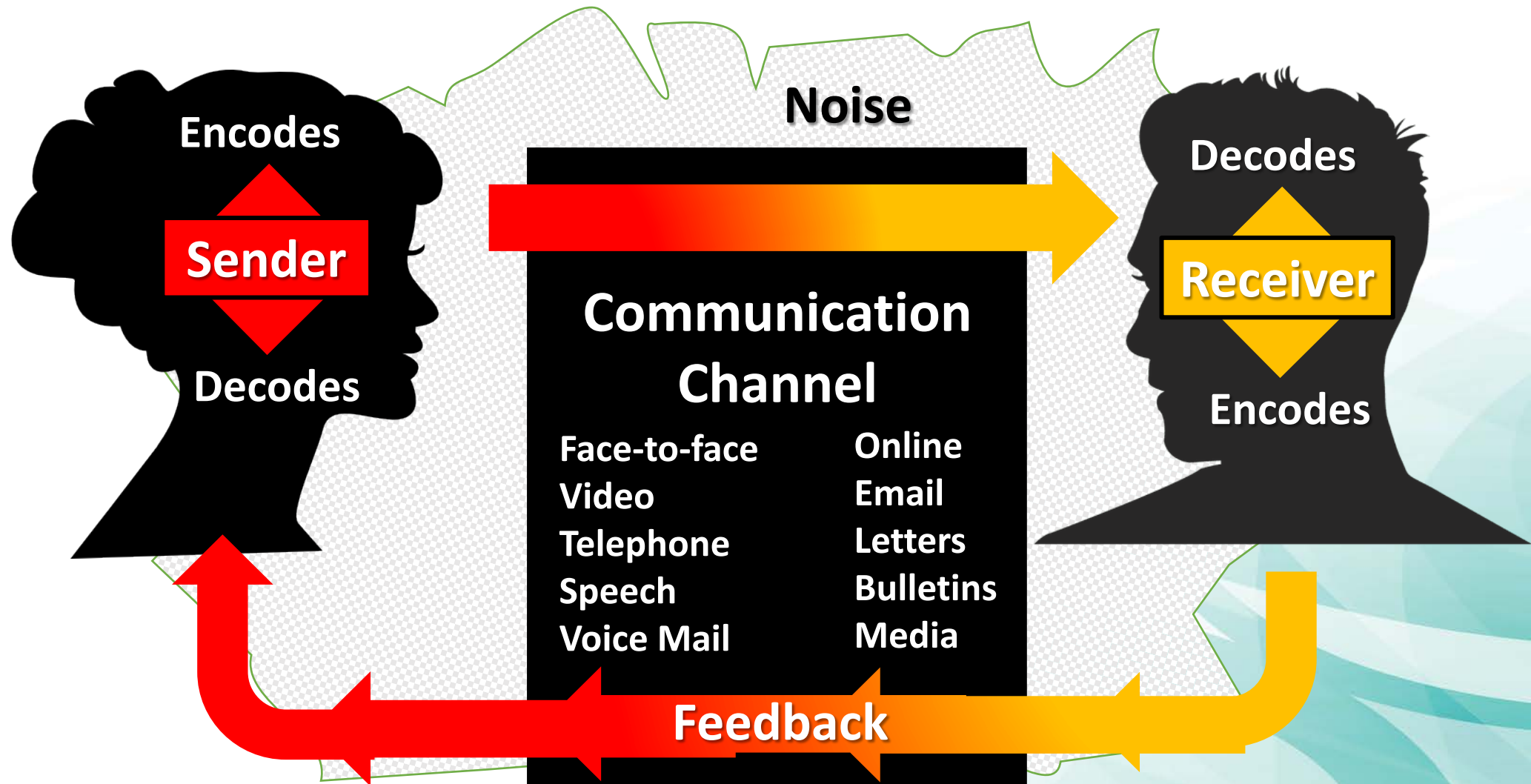
## MODULE 2: COMMUNICATION



As a potential candidate, what communication best practices are you aware of that you will work to achieve?



## MODULE 2: COMMUNICATION



## MODULE 2: COMMUNICATION





## MODULE 2: COMMUNICATION



### **Barriers to Communication**

- Environmental
- Personal

## MODULE 2: COMMUNICATION



Emotions - Anger



## MODULE 2: COMMUNICATION



What is active listening?

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

### ACTIVITY: Active Listening Role Play

- One person - speaker being interviewed
- One person - interviewer with strong active listening skills
- Third person - silent observer

Once the interview is over - debrief and switch roles



## MODULE 2: COMMUNICATION

### Module Summary



## MODULE 3: CONFLICT MANAGEMENT





## MODULE 3: CONFLICT MANAGEMENT

### **ACTIVITY:** **Conflict Management**

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

## MODULE 3: CONFLICT MANAGEMENT

### **ACTIVITY:** **Conflict Management**

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

## MODULE 4: PUBLIC SPEAKING

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





## MODULE 4: PUBLIC SPEAKING



Studies show that by identifying the things that we're 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: Public Speaking

List all of the things about public speaking that you are afraid of – the ‘what ifs’...



## MODULE 4: PUBLIC SPEAKING



### **ACTIVITY:** **Public Speaking**

Go to page 28 of your workbook and answer the questions.

## MODULE 4: PUBLIC SPEAKING

### Module Summary



Campaign School for Women

# END OF DAY 1: PREPARATION

Campaign School for Women

# DAY 2: SUBSTANCE



# DAY 1 REVISIT

An illustration of a diverse group of people with various skin tones, hair colors, and styles. A white rectangular sign with a dashed border is overlaid on the image, containing the word 'Feedback' in bold black text.

## Feedback

### Check In

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

## DAY 2: SUBSTANCE



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## DAY 2: SUBSTANCE



These areas include topics such as:

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## MODULE 5: FUNDRAISING



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





# MODULE 5: FUNDRAISING

## ACTIVITY: Fundraising Role Play

Who Would You Ask to Fund Your Campaign?	How Would You Approach Them?

## MODULE 5: FUNDRAISING



### Module Summary

# MODULE 6: TEAMS



# MODULE 6: TEAMS

## ACTIVITY: Putting Together a Team

General Responsibilities



## MODULE 6: TEAMS



Political Leaders - Putting together a team

# MODULE 6: TEAMS



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



# MODULE 6: TEAMS

## Module Summary



## MODULE 7: CAMPAIGNING



**Campaigning is  
about getting your  
message out.**



## MODULE 7: CAMPAIGNING

### ACTIVITY: Campaigning

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

# MODULE 7: CAMPAIGNING



## 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



## Know Your Opponents

- Who are your opponents?
- What are their backgrounds?
- Describe their education
- Describe their previous jobs
- 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 do they hope to accomplish in office?
- What issues are personally important to them?



## MODULE 7: CAMPAIGNING



### Media/Press

- Media Do's
- Media Don'ts

# MODULE 7: CAMPAIGNING

# Social Media

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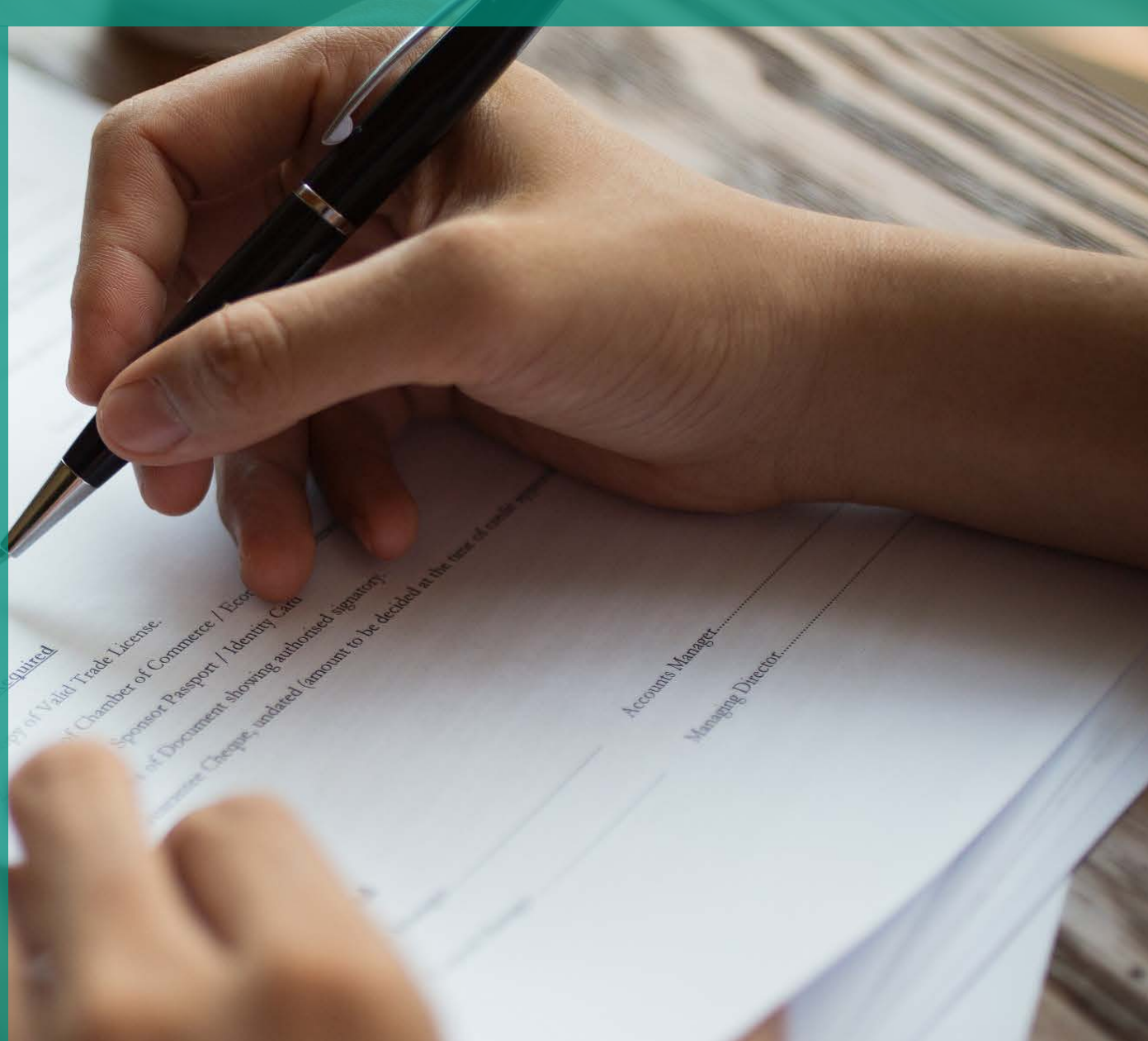
## MODULE 7: CAMPAIGNING



Module  
Summary

## MODULE 8: PUTTING YOUR NAME FORWARD

Depending on the type of election campaign you have set your sights toward, it will be important to recognize the steps required to get your name on the ballot before you officially begin campaigning.

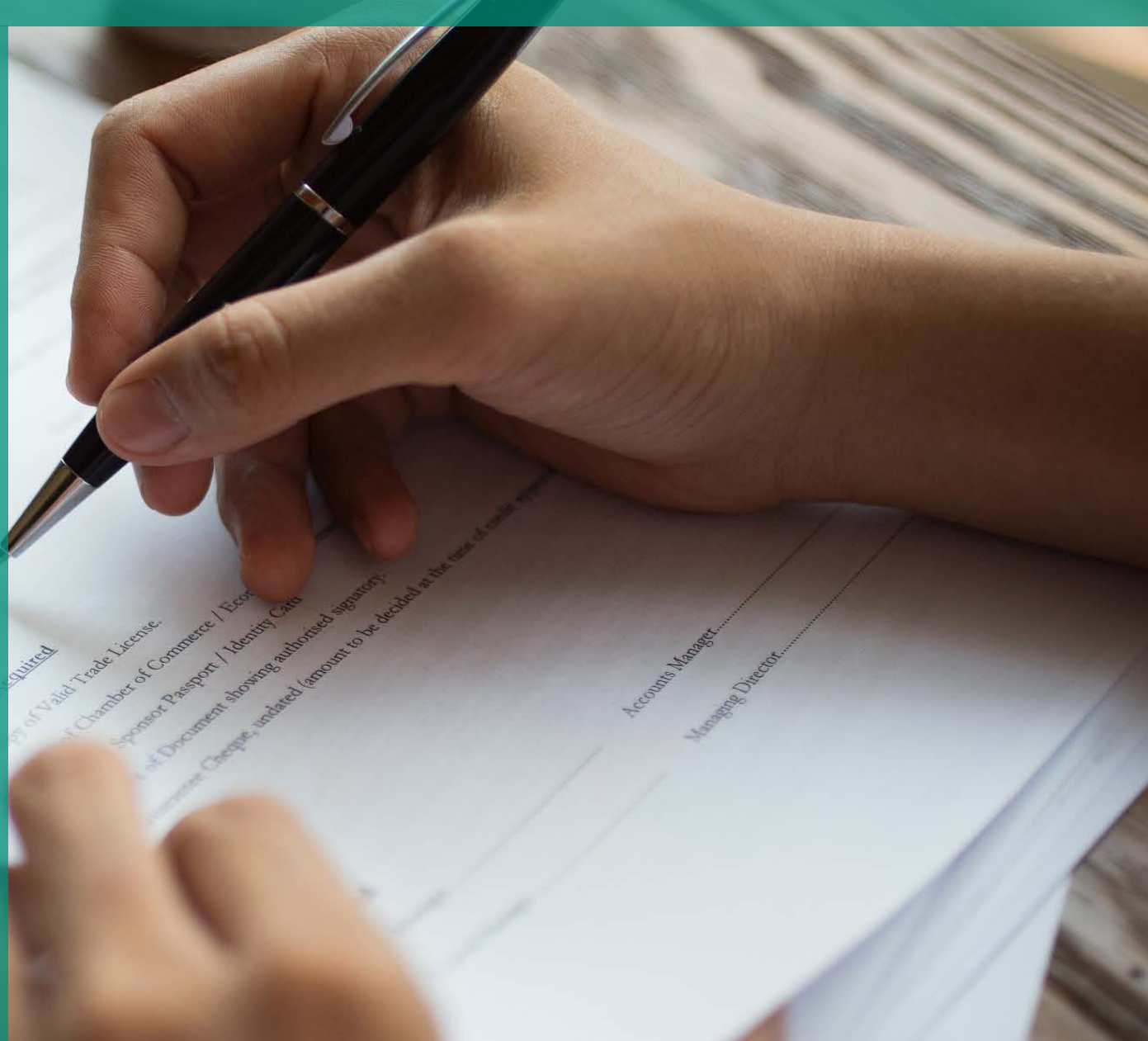




## MODULE 8: PUTTING YOUR NAME FORWARD

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



### Territorial Elections

There are 19 districts within the NWT where a Member of the Legislative Assembly (MLA) is elected to represent and serve a 4-year terms.

An MLA's job is to make laws that govern the people of the NWT and to keep track and advise on how public money is spent on government programs and services.

# MODULE 8: PUTTING YOUR NAME FORWARD

## Local Authorities

In the NWT there are 33 recognized municipal governments.

Community Governments	Election Date	Term of Office
Cities, Towns and Villages	3 <sup>rd</sup> Monday in October	3 year terms*
Hamlets	2 <sup>nd</sup> Monday in December	2 year terms*
Charter Communities Set out in Establishment Order under Regulations	1 <sup>st</sup> Wednesday after Easter 3 <sup>rd</sup> Monday in July 3 <sup>rd</sup> Monday in June	Déline – every 2 <sup>nd</sup> year Ft. Good Hope – every 2 <sup>nd</sup> year Tsighehtchic – every year
Tilcho Community Government	2 <sup>nd</sup> Monday in June	Every 4 years
District Education Authorities École Scolaire Francophone	Same as municipal corporation or may set out own date or as set by Ministerial Order.	Same terms as municipal corporation in community or set by Ministerial Order.



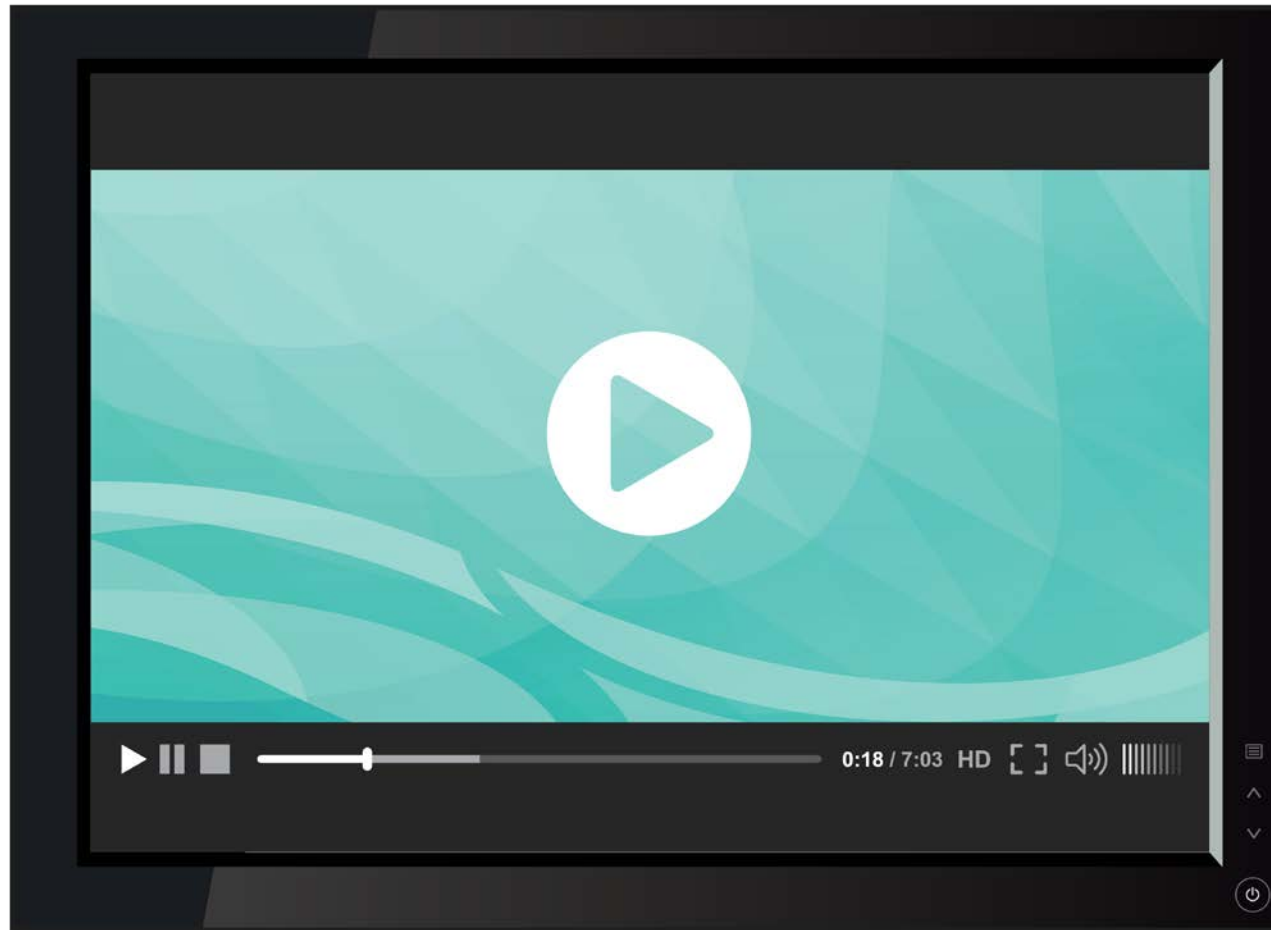
## MODULE 8: PUTTING YOUR NAME FORWARD



Module  
Summary



## MODULE 8: PUTTING YOUR NAME FORWARD



## MODULE 8: PUTTING YOUR NAME FORWARD

Placeholder for final video

# WORKSHOP CHECKOUT

A vibrant, stylized illustration of a diverse group of women with various hair colors, styles, and skin tones. They are wearing different colored tops and some have glasses. The illustration is positioned on the left side of the slide, partially overlapping the 'Thank you!' text box.

**Thank you!**

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

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