



MAKE **YOUR** MARK



What is Make Your Mark?

- A campaign ahead of the October 2 general municipal elections to:
 - Inspire people to run for local government;
 - Appeal to diverse candidates;
 - Encourage individuals to volunteer in election campaigns;
 - Increase voter awareness and turnout in local elections;
 - Highlight the importance of strong local leadership and community governance.

What will the campaign look like?

- Engagement with current and potential candidates;
- Engagement with municipal staff;
- Web presence – makeyourmarknl.ca;
- Awareness advertising (social and traditional media);
- Information sharing webinar series;
- Mentorship program;

Webinar series – an overview

- Municipal politics – an introduction
- The importance of mentorship
- Governance versus operations
- Municipal politics as a stepping-stone
- Addressing incivility
- Municipal legislation and council
- Let's talk policy
- Leading in a small town
- Leading in a city
- Running a municipal election
- Municipal fiscal stability
- The municipal-fire department relationship
- Economic development and municipalities
- Municipalities and climate change
- Agriculture in municipalities
- What is the municipal role in housing?

When does the campaign start?

- Soft launch at symposium;
- Municipal awareness week (May 5-9)
- More robust launch in May/June with messaging continuing until October elections.

What can you do?

- Consider whether you will run again;
- Encourage other people to run;
- Sign up to be part of the mentorship program;
- Participate in our webinar series;
- Fill out our online survey;
- Share information locally and with the community about the upcoming elections;

Frequently asked questions

- Why should I run for council?
- What is the time commitment?
- Will I get paid?
- What support is available for me to run?
- What support is available for me if I win?
- Will I face harassment?
- ...

Let's talk about you ... things I've heard this week ...

- Young people don't want to get involved. They don't have time or the interest.
- Volunteering has changed, especially since COVID.
- Our council is facing a lot of harassment and people are leaving.
- People don't want to run again.
- I've been on council for a long time.
- I'm on the fence as to whether I want to run again.
- I ran for municipal politics because ...



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Try everything ...

I messed up tonight, I lost another fight
Lost to myself, but I'll just start again
I keep falling down, I keep on hitting the ground

I always get up now, see what's next

Birds don't just fly, they fall down and get up
Nobody learns without gettin' it wrong

I won't give up, no, I won't give in
'Til I reach the end, and then I'll start again
No, I won't leave, I wanna try everything
I wanna try even though I could fail

I won't give up, no, I won't give in
'Til I reach the end, and then I'll start again
No, I won't leave, I wanna try everything
I wanna try even though I could fail

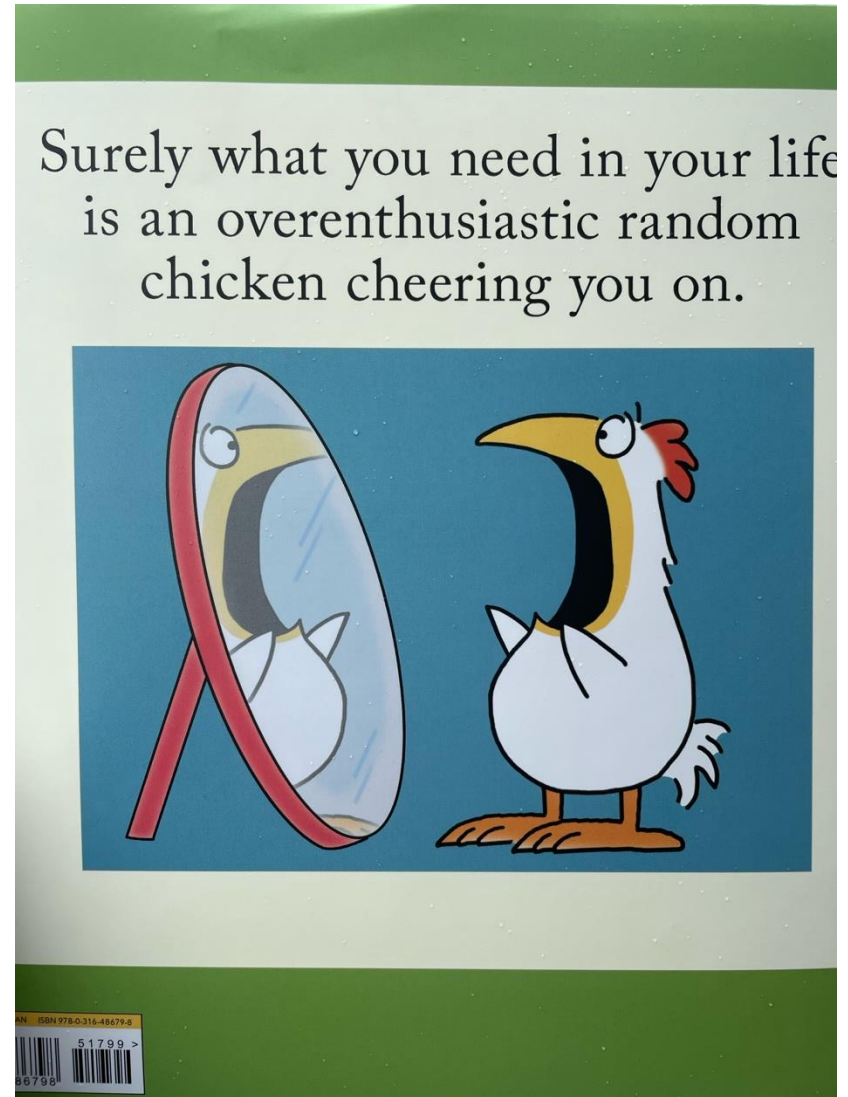
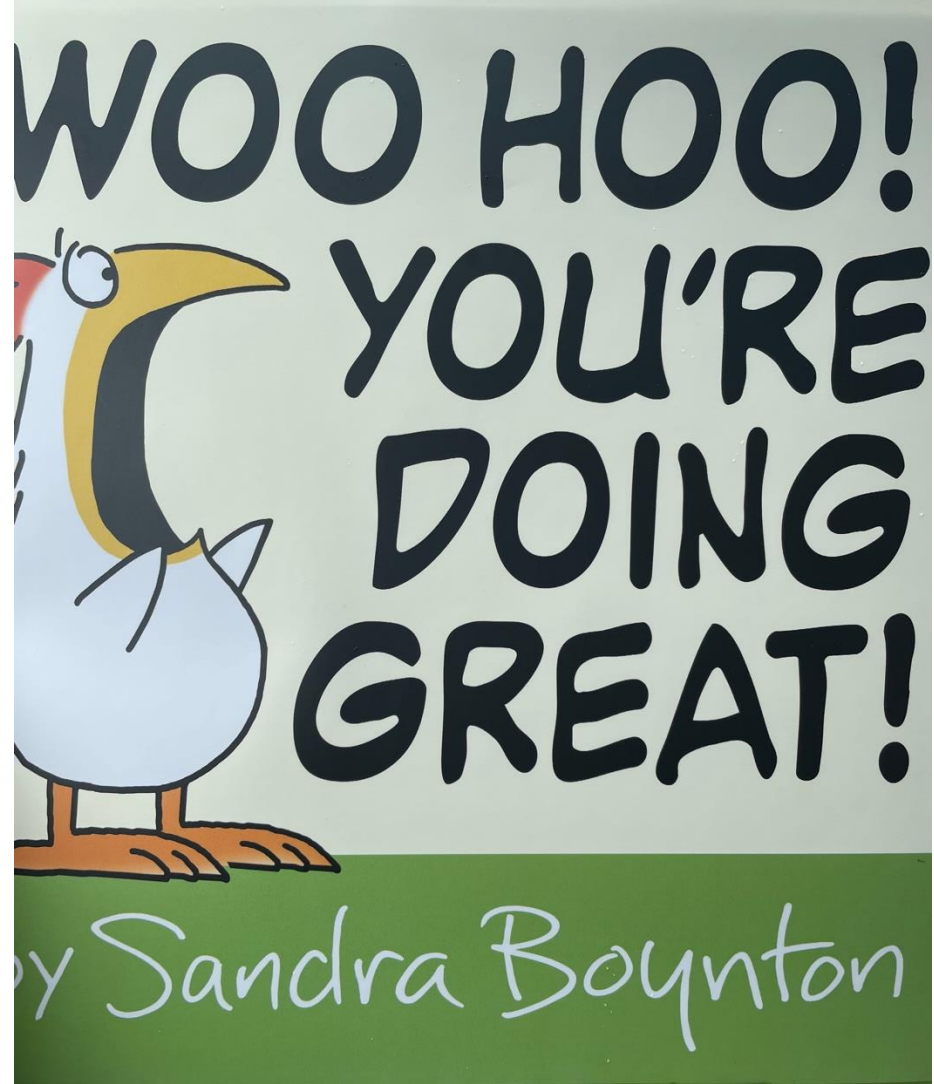
Look how far you've come, you filled your heart with love

Baby, you've done enough, take a deep breath
Don't beat yourself up, no need to run so fast
Sometimes we come last, but we did our best

I won't give up, no, I won't give in
'Til I reach the end, and then I'll start again
No, I won't leave, I wanna try everything
I wanna try even though I could fail

I won't give up, no, I won't give in
'Til I reach the end, and then I'll start again
No, I won't leave, I wanna try everything
I wanna try even though I could fail

'Il keep on making those new mistakes
I'll keep on making them every day
Those new mistakes



Thank you for everything
that you do!