



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](http://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

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

WOO HOO!  
YOU'RE  
DOING  
GREAT!



by Sandra Boynton

Surely what you need in your life  
is an overenthusiastic random  
chicken cheering you on.



Thank you for everything  
that you do!