



## Trustee Campaign Checklist

Below is a helpful checklist for those running for the position of school board trustee in Alberta's municipal election on October 18, 2021.

### Nomination Process

- Confirm you are eligible to run for a school board trustee position in the 2021 municipal election.
- Complete the nomination forms:
  - Form 4: Nomination Paper and Candidate's Acceptance
  - Form 5: Candidate Information
- Confirm your campaign deposit
- Submit your paperwork

### Campaign

- Ensure you have a list of voters; this is something that you can source or create yourself
- Set up campaign-specific social media accounts, or shift your existing account
- Create an "elevator pitch" to use when speaking to or interacting with voters
- Create a list of opportunities to reach voters, including events, campaign debates, etc.
- Produce campaign literature (optional)
- Produce campaign signs (optional)
- Create a system of record keeping for donations and spending
- Develop a strategy to "Get Out the Vote"

### Post-Election

- Submit all required financial paperwork before the deadline