

## **Structure of Local Campaign Teams**

A Local Campaign Team is a group of individuals in a riding who work as a team to elect the PPC candidate in that riding.

Local Campaign Teams will be formed, and led by the candidate selected for that particular riding, including the delegation of roles within the team. Each position on a Local Campaign Team is filled by appointment by the Candidate, these are not elected positions. The candidate may select willing individuals from the Regional Association prevailing over that particular riding, or the candidate may select individuals from outside the Regional Association, or a combination of the two. An Official Agent is mandatory for every candidate to delegate within their Local Campaign Team; every other position is not mandatory, but strongly recommended.

While the ultimate goal of the Local Campaign Team is to elect the PPC candidate in the riding, we strongly recommend appointing a Fundraising Director, and setting regular fundraising milestones as intermittent goals for the team. Fundraising is key since it is unlikely that the Local Campaign Team will receive funds from PPC HQ.

## **Required Roles**

The only role that is technically required in a Local Campaign Team is the Official Agent. This role is required by Elections Canada and has several legal reporting requirements.

### **Official agent**

- Maintaining detailed and accurate records of all financial matters — including a complete record of all donations and expenditures — in accordance with Elections Canada standards.
- Completing all Elections Canada and CRA reporting requirements by their respective deadlines including: the [Candidate's Electoral Campaign Return \(EC 20120\)](#), the [Contributions to a Candidate at an Election Information Return \(T2093-16e\)](#), the [Candidate's Statement of Surplus / Amended Campaign Return \(EC 20048\)](#) (if applicable), and the [Candidate's Statement of Unpaid Claims and Loans 18 or 36 Months After the Selection Date \(EC 20003\)](#) (if applicable).
- Assist the nominated candidate in the completion of the [Candidate's Statement of Expenses \(EC 20220\)](#).
- Becoming intimately familiar with the [Political Financing Handbook for Candidates and Official Agents](#).
- Working with the nominated candidate to ensure an annual audit of the campaign's financial records is completed by an accredited auditor and subsequently submitted to Elections Canada. This is only necessary if the campaign raises/spends money above the threshold set by EC.
- Receiving all donations to the Local Campaign Team.
- Ensuring all donations are in accordance with Elections Canada regulations.
- Drafting official tax receipts for donors using [software provided by Elections Canada](#).

- Providing campaign team with reimbursement for costs that were (a) incurred whilst performing official campaign business, (b) properly documented and receipted, and (c) authorized by the campaign team.

### **Optional Roles**

The following roles are all optional but strongly recommended. These positions are all necessary to run a successful Local Campaign Team.

#### **Campaign Manager**

- Completing tasks assigned by the candidate
- Acting as a line of communication between the candidate and the Local Campaign Team
- Scheduling campaign meetings and ensuring all relevant parties are aware of upcoming meetings.
- Developing a strategy with goals and milestones to promote the candidate and the Party in the riding, including a volunteer structure based on the below suggestions and seeking qualified volunteers to fill these roles.
- Developing a plan to promote the candidate including door knocking, production of promotional materials, attendance at debates and other public local events, outreach to local media, etc.
- Delegating and supervising all campaign activities to the Official Agent and all coordinators.
- Assisting the Official Agent in completing all Elections Canada and CRA reporting requirements by their respective deadlines including: the [Candidate's Electoral Campaign Return \(EC 20120\)](#), the [Contributions to a Candidate at an Election Information Return \(T2093-16e\)](#), the [Candidate's Statement of Surplus / Amended Campaign Return \(EC 20048\)](#) (if applicable), and the [Candidate's Statement of Unpaid Claims and Loans 18 or 36 Months After the Selection Date \(EC 20003\)](#) (if applicable).
- Assisting the nominated candidate in the completion of the [Candidate's Statement of Expenses \(EC 20220\)](#).

#### **Director of Fundraising (strongly recommended)**

- Working with the campaign team to set fundraising goals.
- Working with the Official Agent in order to ensure the campaign has sufficient funds to support the electoral campaign.
- Working with the Official Agent to ensure all donations are properly documented and comply with Elections Canada rules.
- Working with the Events Coordinator to organize fundraising events.
- Working with the Volunteer Coordinator to ensure volunteer positions are filled at events.

#### **Volunteer Coordinator**

- Actively maintaining an organized list of active and interested volunteers, along with their abilities and availability.
- Getting in touch with appropriate volunteers when a volunteer is needed.

- Maintaining a strong team environment among volunteers, keeping everyone informed, on the same page, and dedicated to the campaign's goals.
- Engaging with passionate and enthusiastic supporters and encouraging them to volunteer.
- Engaging with past volunteers to see if they are interested in volunteering in the future.
- Engaging with current volunteers and asking if they know of any prospective volunteers.

### **Director of Promotions**

- It is essential to have a volunteer capable and experienced with software used for image and video editing, this will allow the campaign to produce their own promotional materials and take better advantage of templates provided by PPC HQ.
- Editing templates provided by PPC HQ for door knockers, flyers, and campaign signs so they are specific to the candidate and to the riding.
- Producing additional image or video content for social media promotion.

### **Communications Director**

- Preparing all outward facing communications on behalf of the campaign, both to the riding's membership and the public. This includes preparing membership emails, developing a local media strategy, and generating a campaign website and social media profiles (Twitter, Facebook, Instagram).
- Supporting the candidate in handling the media.
- Ensuring the candidate is included in local debates and other local public events.
- Reaching out to local media outlets to ensure coverage of the Party and candidate in the riding.
- Developing a media/social media strategy to maximize (positive) coverage of the candidate in the riding.

### **Events Coordinator**

- Working with the candidate, and other relevant Coordinators and Directors, to organize all events in the riding — including community events, fundraisers, and rallies.
- Developing an events strategy to benefit the candidate.
- Working with the Communications Director to ensure events are well attended.
- Working with the Volunteer Coordinator to ensure all necessary volunteer positions are filled in order to accomplish a well-run event.
- Scheduling appropriate event space.
- Working with venue owners to make sure events run smoothly.

### **Sign Director**

- Working with the campaign team to find a distributor and to make orders for lawn signs.
- Working with the Director of Promotions to design small and large campaign signs.
- Working with the campaign team to develop a local sign strategy.

- Keeping updated with local laws regarding lawn signs.
- Receiving, managing, distributing, and storing lawn signs for the campaign.
  - Keeping track of everyone who has signs and recording the location of signs.
  - Working with the Communications Director to deliver signs in a timely manner to those who have requested them.