

What advice do you have for those thinking of running?

In this video, former and current candidates, as well as political strategists who have supported candidates, share their advice for those who are thinking of running in a federal election.

The why, when and where of running

Dig deep and really ask yourself why you want to run. Simply running for the sake of running, or to achieve a level of status or power is not a good enough reason. Fundamentally, you need to have the desire to make the country a better place. There are also the more technical questions, like when and where you will run. It is advised that you run in the riding in which you reside, as you have a natural bond to the community. Give yourself plenty of time to prepare for candidacy to increase your chances of success.

“Just be yourself”

Not only is it exhausting to pretend to be someone you're not, you will also have a hard time convincing people to vote for you. People recognize a lack of authenticity very quickly.

“Do your homework”

Stay up-to-date with current events and what's going on in the news. No matter how tired you are, you need to be knowledgeable and able to speak to on-going issues during your campaign.

“You have to want this more than anything in the world”

Being a candidate is all-consuming. It will have an effect on your career, your relationships, and possibly even your health. Before you run, really consider the sacrifices you will be making.

“Consider what happens if you win”

Running as a candidate is one thing but winning and becoming a Member of Parliament is another. Make sure you understand and are ready for what comes next if you win.

“Raise a lot of money”

Running a campaign costs money. Becoming comfortable asking for money and having a strategy around how you do it is important for success.

“Join a political party”

Determine what your political leanings are and get involved your local riding association. Before you run, attend a meeting or go to a rally to see if this is something for you.

“Focus on your own run”

What other people are doing is out of your control, so don't focus on what they're doing. Focus on only what you can do.