

The word "HALIFAX" is written in a bold, white, sans-serif font against a dark blue background. The background features a geometric design with diagonal lines and triangles in various shades of blue and white.

HALIFAX

Indigenous Women & Two-Spirit Campaign School

Women's Advisory Committee of Halifax Presentation

2024-03-05

Canadian Women in Local Leadership (CanWILL)

- Three-year project (2021-2024) that aims to increase the participation of women in municipal leadership with a prisonization of underrepresented groups
- The project leverages the success of FCM's Toward Parity in Municipal Politics (2018-2020) and Diverse Voices (2016-2018) initiatives.

Canadian Women in Local Leadership (CanWILL)

- CanWILL aims to achieve four core objectives:
 - Strengthening the capacity of women, particularly women from equity deserving groups, to run for elected office
 - Creating a more conducive context for women leaders to thrive
 - Enhancing the capacity of municipal stakeholders to address gender-based violence and harassment
 - Mobilizing knowledge and sharing best practices across municipalities

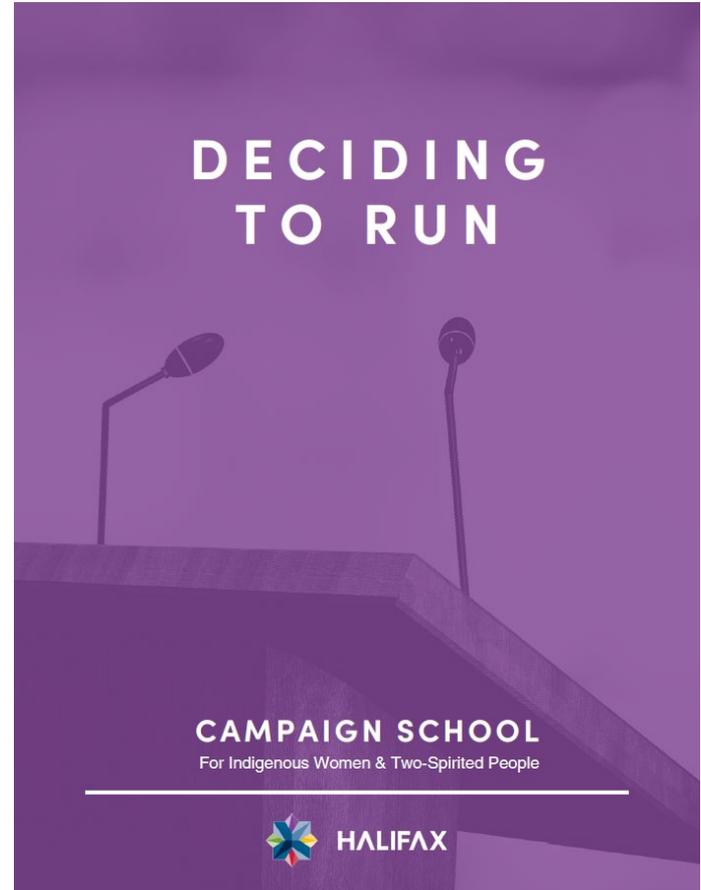
HRM Indigenous Women in Leadership Program

- Establish a campaign school grounded in the unique needs and experiences of Indigenous women, gender diverse, and Two-Spirit peoples.
- Aim to reduce the systematic barriers Indigenous women, gender diverse, and Two-Spirit peoples face in running for and thriving in local government .
- Targeting a 10% increase in the number of Indigenous women, gender diverse, and Two-Spirit peoples on Halifax Regional Council, Advisory Boards, and Committees by 2027.



Deciding to Run

- Personal reflections
- How will it affect your personal life?
- Is there any personal conflicts?
- Weight out benefits & drawbacks
- Building your political resume



Learning the Political Landscape

- Understanding the Issues
- Understanding Party Politics
- Identifying your Political Party
- Securing a Party Nomination
- Running as an Independent
- Qualifying as a Candidate



Planning Your Campaign

- Putting Your Team Together
- Canvassing
- Canvassing: Do's & Don'ts
- Public Events
- Debates
- Campaign Costs
- Campaign Budgeting



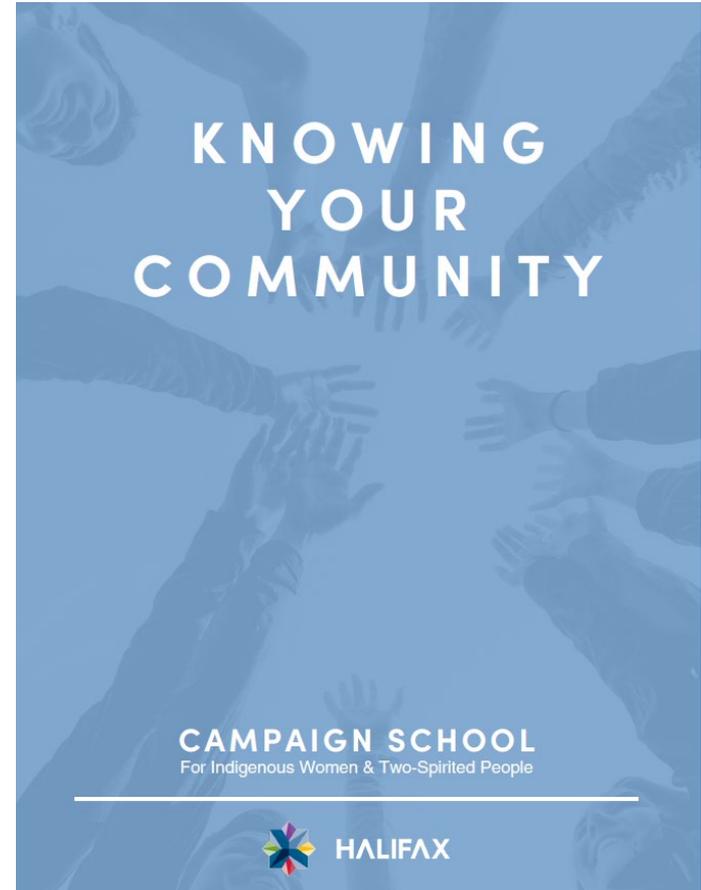
Getting Your Message Out

- You Will Be News
- Choose Your Words Wisely
- What's Your Platform?
- Key Issues & Messages
- Know Your Competition
- Interacting With The Media
- Press Release & Press Conference
- Social Media



Knowing Your Community

- History of the Mi'kmaw People
- Treaties and Legal Cases Affecting Indigenous Lives
- History of Settler Communities
- Lived Realities
- Community Aspirations
- Systemic Barriers
- Community Statices



Community Partners

- Federation of Canadian Municipalities
- Mi'kmaq Circle of Hope Society
- Nova Scotia Native Women's Association
- Nova Scotia Advisory Council on the Status of Women



“Build/Develop an ethic of care!”

“If you’re not at the table,
you’re on the menu”



“That I can do it and speak
up and go for it even when
I’m scared”



“Women are strong and powerful people who have a lot to offer”

“The importance of self-care while serving community”

“Grateful to be in a room and to share space with powerful changemakers”

