

To: All Ontario Municipal Clerks

From: Navneet Dhaliwal, Special Events and Business Development Coordinator

Date: Thursday, 22 February, 2018

Subject: So You Want to Run for Council – Online Course

The Association of Municipalities of Ontario is pleased to announce that the 2018 update to So You Want to Run for Council will be live at MunicipalEducation.ca shortly.

This course is geared to individuals who are planning to, or have registered to run for a seat on municipal council. In order to get information out to candidates we are seeking your assistance in promoting the course.

About the Course:

Current and retired members of council designed "*So You Wish to Run for Council?*" and it presents the challenges and opportunities candidates will face through the campaign and as sitting members of council.

The course content is valuable for anyone running for council, as it not only examines the rules that govern him or her but also brings to light some of the cultural and soft knowledge pieces that influence the lives of members of council. Course content covers:

- Reasons That You Should and Should Not Run for Council;
- What You Should Know Before You Run for Office;
- Dealing with the Media;
- Techniques for Working with Others;
- The Roles of Council Members and Staff;
- What the True Power and Influence of Municipal Government is;
- Transparency and Accountability in Government;
- and much more...

We need your help:

As candidates are generally members of the public, we need your help in getting information to them about this course. We have prepared a number of promotional materials that we would appreciate your assistance in disseminating. Included in this package are sell sheets and a poster. We hope that you can assist us by providing it to those who register at your office to run for Council.

If you also have an online elections site we would appreciate if we could post a link to the training module on your page, we can provide this link as a button, graphic or as a simple html link.

Thank you in advance for your assistance in promoting "*So You Wish to Run for Council?*", and if you have any questions about the course please do not hesitate to contact me at ndhaliwal@amo.on.ca or 416.971.9856 ext. 330



So You Want to Run for Council?

Running for a seat on Council can be relatively simple. The rules that govern who can run and how to run an election campaign can be found in any Municipal Clerk's office in Ontario. But, from the moment you file your nomination form your life will change!

There are questions you need the answers to and this new course from AMO can help you.

Are You Ready?

What does it take to run for council?

What should I know before I run?

The media and me.

What are the powers and influence of municipal government?

What rules, regulations and laws govern my actions as an elected official?

A sample quote from the course:

"There are joys and disappointments in equal measure. Nothing compares to the satisfaction of knowing you've made a difference in your community, and that a decision you've been a part of has made the lives of your residents better."

Where?

MunicipalEducation.ca

How? This is an online work at your own pace course. Take it anywhere!

Cost: \$66.37 +HST (\$75.00)

The course builds on the experience of elected officials - what they didn't know that they wish they did.

AMO Association of
Municipalities Ontario

Who is AMO?

The Association of Municipalities of Ontario (AMO) works to make municipal governments stronger and more effective. Through AMO, Ontario's 444 municipalities work together to achieve shared goals and meet common challenges.

AMO's history spans back to 1899, with a steady reputation, the mandate of AMO has always been to support and enhance strong and effective municipal government in Ontario. We promote the value of the municipal level of government as a vital and essential component of Ontario and Canada's political system.

Through Policy Advocacy, Educational Programming, Administration of the Federal Gas Tax Program, and more, AMO is the voice of municipal government in Ontario.

If you do get elected you will want to attend our other education and training programs. Ask your Municipal Clerk about registering.

- **In Person Workshops:** These full-length interactive workshops are geared to newly elected officials looking to get foundational skills quickly and begin an effective council term. AMO also offers skills upgrade workshops for returning elected officials on leadership development, financial strategy and more.
- **Online Courses:** AMO offers at your own pace learning in areas such as Land Use Planning; Financial Literacy; Energy Procurement and Asset Management at MunicipalEducation.ca
- **Webinars:** Throughout the year AMO offers one-hour lunch and learn webinars on topics such as social media, risk management and new legislation.

For more details on your municipal association and what we offer please visit www.amo.on.ca

Why is this Course Unique?

Content was designed by current and retired members of council. People who just like you decided to run, and have the knowledge and first-hand experience of what challenges and opportunities exist in community leadership.

Their expertise paired with the practical tools you need this course is invaluable for you as you start your election campaign.

Course content covers:

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- What are the powers and influence of municipal government?
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- and much more...



MunicipalEducation.ca