



CFUW Windsor

September 15, 2021

Hosting a Candidates Meeting – All Candidates Meeting Playbook

1. Choose committee and define roles and responsibilities.
2. Choose 1 focal person for all media contact.
3. Choose a format for the meeting.
 - a. Debate
 - b. Round table
 - c. Forum
4. Set a budget for the event.
5. Once the format is chosen, decide on which political parties will be invited. All Candidates meeting may not mean all candidates are invited but for provincial and federal meetings all parties should be invited.
 - a. Who decides which candidates should be invited?
 - i. Invite individual candidates with focus on women candidates – OR-
 - ii. Contact the local riding association and allow them to choose the candidate who will participate
 - iii. Contact candidates directly where it makes sense
 - iv. For municipal elections – invite all candidates. This may mean a very large panel.
6. Consider partnering with another organization – especially for 1 topic events like the environment.
7. Choose a theme for the meeting. Single topic event or multiple topics. Topics can centre around advocacy work that club is working on; or provincial or national resolutions.
8. Choose a date for the meeting. The meeting should be after the election is called and close to the election date.
 - a. Research other organizations in the area that regularly hold All Candidates meetings to avoid meetings on the same day or within the same few days.
9. Contact local riding associations to notify them of the event.
 - a. Riding associations can choose the candidate – preference to female candidates
 - b. Ask riding association to advertise the event with their membership
10. Once the topic(s) have been chosen:
 - a. Try to choose 3-4 topics
 - b. Reach out to club members to gather specific questions on chosen topics.
 - c. Consolidate the questions down to 2-3 per topic
 - d. Share these topics and questions with the candidates and/or their campaign managers

CFUW WINDSOR PRESENTS

Federal Election Candidates Meeting
Wednesday Sept 15, 2021 7:00pm via Zoom

To join:
[https://us06web.zoom.us/j/98832215804?
pwd=L2pyVEFzeldQUHBPVmRuQk0wQkNVdz09](https://us06web.zoom.us/j/98832215804?pwd=L2pyVEFzeldQUHBPVmRuQk0wQkNVdz09)

Topics Include:
Long Term Care
The Climate Crisis
Afghanistan & Immigration

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WWW.CFUWWINDSOR.CA

11. Choose a moderator. The moderator can be club member. Look for a female moderator who is known in the community and who has experience moderating debates.
12. Consider an honorarium for the moderator
13. Choose a timekeeper – a club member
14. Choose a host for the meeting – a club member
 - a. Prepare an opening statement/introduction – should include background on CFUW club.
 - b. Prepare a closing statement.
15. Choose a social media lead
 - a. Make sure they have access to all of the club's socials (Facebook, Twitter, Instagram etc.).
 - b. Promote a hashtag (#) for the event so local media can pick up our posts
16. Choose a venue – in person
 - a. Consider the cost of the venue.
 - b. Consider the size of the venue – choose room size based on past attendance. Also consider enough room for setup for media.
 - c. Consider audio visual needs – may need to rent AV equipment if the venue doesn't provide it.
 - d. Ensure there is a podium/lectern for the host and the moderator.
 - e. Consider internet access.
 - f. Do you need security??
 - g. Don't serve refreshments but arrange for water for the candidates and the moderator
 - h. Choose someone to run the audio visual if this is not provided by the venue
17. Choose a venue – virtual
 - a. Consider using Zoom – ensure you can accommodate enough attendees (100+attendees)
 - b. Setup meeting requiring pre-registration.
 - c. Choose a tech support person for any Zoom questions.
 - d. Consider live streaming the event on your social media platforms, although the media may do this also.
 - e. If you live stream you need to consider where to livestream – Facebook, YouTube, etc.
 - f. If you're using Zoom – you need to set up Zoom for livestreaming. This requires a paid Zoom account.
 - g. Consider increasing the number of Zoom participants to 500 (you might have a larger audience than for an in-person meeting)
18. Advertise the event.
 - a. Create a flyer for the event that can be shared physically and on social media
 - create a flyer that we also save as a .gif document

- we post the flyer to our website
 - we use the .gif to post to social media
 - we also use the flyer or the .gif to publish to other local news, community and event websites (I've registered us to many of these sites so we just create an event and upload the flyer or the picture (.gif) so it's not too time consuming)
 - we share the flyer with partners in the community like CARP, ONA, UNIFOR
 - we share the flyer with community orgs especially when there's a topic that is specific to their mandate
- b. Post the flyer at religious venues, community venues like libraries and community centres, try Starbucks, grocery stores, drug stores
 - c. Contact local media: tv, radio, print media
 - i. Encourage interviews with the media
 - d. Contact university, colleges and high schools. Encourage them to send their media/journalism groups to cover the event.
 - e. Contact community organizations such as unions and special interest groups to help get the word out.
 - f. Post the event to your social media platforms – Facebook, Instagram etc.
 - g. Contact local political bloggers – have them share the event through the community
19. Put together an agenda for the event with timing. This will depend on the number of candidates who are registered to attend.
- a. If the event is virtual, keep the event under 2 hours
 - b. If the event is virtual practice the day before!
20. The day of the event – in person
- a. Ensure there are enough chairs.
 - b. Test the audio/visual equipment.
 - c. Ensure you have CFUW material to give out.
 - d. Consider taking questions from the audience as they enter the venue. Consolidate questions and give to moderator so she can ask the candidates.
 - e. Greet the candidates.
 - f. Start and end on time.

Hosting an All-Candidates Meeting – Lessons Learned

1. Don't serve refreshments.
2. Don't pay for security. If a candidate requests security, they should arrange for their own security.
3. Ensure all candidates are aware of who CFUW is – we are non-partisan.