

Campaigning

Campaigning Guidelines

Running an election campaign is an exciting opportunity to connect with your community and share your vision for the future. As a candidate, you are responsible for ensuring that your campaign complies with all relevant rules and regulations under the Local Authorities Election Act (LAEA). Below are key points to guide your campaign activities.

Before You Begin:

- **Notice of Intent (FORMs 4 & 5):** Submit a written notice to the local jurisdiction before accepting contributions or incurring any campaign expenses. Your notice must include:
 - Your name, address, and contact information.
 - Details of financial institutions and signing authorities for your campaign contributions.
- **Candidate Registration:** Your nomination officially begins your candidacy. Only after filing nomination papers can you begin accepting contributions or incurring expenses.

Campaign Contributions:

- **Eligible Contributors:** Only individuals residing in Alberta can contribute to your campaign. Contributions from corporations, trade unions, and other prohibited organizations are strictly disallowed.
- **Contribution Limits:** Each individual may contribute up to \$5,000 per candidate annually during the campaign period.
- **Self-Contribution:** Candidates may contribute up to \$10,000 of their own funds to their campaign.

Campaign Expenses:

- **Expense Limits:** Expenses are capped based on your municipality's population. For example, municipalities with wards (divisions) have limits determined per ward population (\$1 per person). Division population information will be released on the County website.
- **Expense Definition:** Campaign expenses include costs for advertising, promotional material, staff remuneration, and meeting space. Reused materials from previous campaigns must be reported as non-monetary contributions.



Transparency and Disclosure:

- **Financial Records:** Maintain accurate and up-to-date records of all contributions and expenses. These records must be disclosed in financial statements post-election.
- **Surpluses and Deficits:** Any campaign surplus exceeding \$1,000 must be donated to a registered charity within 60 days. Campaign deficits must be eliminated within the same timeframe, with detailed records filed.

Additional Campaign Rules:

- **Public Registers:** Your contact details will appear on a public register, with personal information redacted to ensure safety.
- **Campaign Period:** Activities such as advertising and event hosting are restricted to the designated campaign period.

Campaigning is about inspiring trust and engaging voters. By following these guidelines, you ensure your campaign remains compliant, transparent, and focused on your community.

How do I campaign?

There is no “standard” in campaigning when it comes to municipal elections. A candidate’s campaign style will want to match the uniqueness of the municipality to the candidate’s personality and available resources.

The purpose of campaigning is to convince the electors that you are the best candidate for the position in the municipality. Candidates have used various strategies including but not limited to:

- Door-knocking;
- Signage;
- Brochures or posters;
- Social media pages (Facebook, Twitter, Instagram) or websites; and
- Host a meet and greet event.



Is there anything I can't do during a campaign?

There are a variety of offence provisions included in the Local Authorities Election Act; it is encouraged that candidates review and understand all offence provisions in the Act.

In addition to the offence provisions, it is essential that candidates seek additional clarification from municipal returning officers relating to campaign activities. Municipalities may have local bylaws that may address campaign activities including but not limited to the use and placement of campaign signage throughout the municipality (see Signage section below).

If candidates require additional interpretation or clarification, they are encouraged to seek independent legal services if required.

Public Forum

Lethbridge County does not organize or participate in public forums for candidates.

Signage

Candidates are responsible for any and all signage related to their campaign.

Signs are permitted on boulevards only with permission of the property owner on whose residence the signage is located.

Signs must be removed from all sites within 24 hours of the election. If the signs are not removed, the County crew will be instructed to remove and dispose of them.

No signage is permitted:

- To be stapled or taped to telephone or power poles.
- On public property, such as churches, parks or community facilities.
- At any voting station.

