

## **How did you become a candidate, and what were some of the obstacles you faced?**

This video explores the journey of former and current candidates on their path to candidacy, including perspectives from those who have supported candidates.

### **Part 1: How did you become a candidate?**

#### **1. “I started helping at our local riding association”**

The journey to becoming a candidate often starts with being active in the local riding association of the political party one supports. Participants describe how this is a good way to be exposed to the process and what it takes to run, and that the likelihood that an opportunity may present itself to become a candidate is greater if you are involved.

#### **2. “I was asked to run”**

Another way in which you can become a candidate is by being asked by a political party to run. For example, some participants were asked to run because they were an advocate for a particular issue the party supported.

#### **3. “I sent an email out to 50, 60 of my friends saying I’m thinking of running, let’s come have a coffee together, I need your advice”**

Running in an election is extremely time-consuming. Getting the endorsement and full support of family and friends was often cited as an important step for success in becoming a candidate and before officially launching a campaign.

### **Part 2: What were some of the obstacles you faced?**

#### **1. “I had to learn from scratch”**

Understanding the process and requirements to become a candidate can be very confusing, and the initial steps in creating a plan of action is a challenge for first-time candidates.

#### **2. “Women approach the decision to become a candidate very differently than men, generally speaking”**

Some obstacles can be unique for women candidates. For example, participants have experienced or observed that women tend to think long and hard about the decision to run and consider all the factors needed for success (e.g. finances, building a team, time considerations). This results in a greater hesitation to take the plunge and run for office.

#### **3. “The biggest obstacle for running as a candidate was winning the nomination”**

The nomination process (i.e. when the riding nominates the candidate to represent their party) can be highly competitive and intimidating. For someone who is just starting their career in politics, navigating and demystifying this process can be a challenge.