

What was it like being a candidate and running a campaign?

In this video, former and current candidates and those who have supported candidates talk about what it is like to run a campaign.

1. “Being a candidate is a full-time job”

Participants describe the experience of running a campaign as exhausting but exhilarating at the same time. Being a candidate is extremely time-consuming and a commitment one cannot take lightly. It requires a lot of internal drive and motivation to get through the process.

2. “Between January and October of 1993, I went to approximately 30, 000 doors”

Being a candidate usually involves knocking on a lot of doors. In mornings, afternoons and evenings, participants describe this aspect of candidacy as very high-intensity but also very fun. It means introducing yourself, encouraging support (both political and financial), engaging with the community and really listening to people when it comes to the issues that matter to them. It means going to public debates, getting your name out there, sharing your views and making a lot of phone calls. This process is all about building trust with the people you want to represent.