

## What inspired you to run or support a candidate?

This video explores what inspired former and current candidates, as well as political strategists, to run as or support a candidate.

1. **“Most people will tell you it is to serve their community. And it may sound like a cliché answer, but that is the truthful answer”**

For some, running as a candidate became a natural extension of their involvement in the community. Having a close connection to members of their community can make gaps and priorities more visible, which can be a motivator to give back and change things for the better.

2. **“Running for office was a calling. I’ve wanted to do this since I was 10 years old”**

Being exposed to the political process as a young person was an influential factor in becoming involved in politics later on. For example, some participants came from families that were active and engaged in partisan politics and/or were encouraged to discuss politics and express their opinion from a young age. Others also engaged in student politics, which paved the way for them to become active professionally.

3. **“This is the person for whom I can get involved in politics”**

Some participants were inspired by the leader of a political party and their vision for the future, which motivated them to join their movement.

4. **“As an advocate, I had been knocking on the outside to get decisions made, but if I came in, I could be on the inside to make those decisions myself”**

For various reasons, participants became motivated to run or support a candidate in order to be part of the decision-making process. For example, some participants felt passionately about **advocating for a particular policy issue or law change**, such as equality, same-sex marriage, animal activism or drug policy. Others expressed that they had **concerns about the future of Canada**, and what kind of country would be passed down to their children. In any of these cases, participants came to a realization that in order to make any real progress or change in the direction of the country, becoming involved in politics was the best way to do it.