

# So You Want to Run for Council?



This course will provide an overview of what you need to know to before you decide to run for municipal office and what you should know to begin your candidacy.

**Where?** ONLINE  
Work at your own pace.

**How?** Visit the AMO website at [www.amo.on.ca](http://www.amo.on.ca), click on the banner for So You Want to Run for Council, and log in today!

**Cost:** \$24.95

Running for a seat on Council can be relatively simple. The rules that govern who can run and how to run an election campaign can be found in any Municipal Clerk's office in Ontario. But, from the moment you file your nomination form your life will change!

There are questions you need the answers to and this new course from AMO can help you.

Are  
You  
Ready?

- What does it take to run for council?
- What should I know before I run?
- The media and me.
- What are the powers and influence of municipal government?
- What rules, regulations and laws govern my actions as an elected official?

*The course builds on the experience of elected officials - what they didn't know that they wish they did.*

## Who is AMO?

The Association of Municipalities of Ontario (AMO) works to make municipal governments stronger and more effective. Through AMO, Ontario's 444 municipalities work together to achieve shared goals and meet common challenges.

AMO's history spans back to 1899, with a steady reputation, the mandate of AMO has always been to support and enhance strong and effective municipal government in Ontario. We promote the value of the municipal level of government as a vital and essential component of Ontario and Canada's political system.

Through Policy Advocacy, Educational Programming, Administration of the Federal Gas Tax Program, and more, AMO is the voice of municipal government in Ontario.

If you do get elected you will want to attend our in-class workshops. Ask your Municipal Clerk about registering.

- **The Meetings Series:** Practical advice on topics relating to council, committees and local board meeting procedures.
- **Media & Social Media Communications:** Find out what makes news and why, get a better understanding of the media; how to manage issues and media inquiries and best practises in social media use.
- **Municipal Councillor Training - Getting Started:** Discover the roles and responsibilities, find out how successful councils operate, recognize conflict of interest challenges and learn the scope of your municipal powers as you fully participate in the local government process.

For more details on your municipal association and trainings offered visit [www.amo.on.ca](http://www.amo.on.ca)

## Why is this Course Unique?

Content was designed by current and retired members of council. People who just like you decided to run, and have the knowledge and first-hand experience of what challenges and opportunities exist in community leadership.

Their expertise paired with the practical tools you need this course is invaluable for you as you start your election campaign.

Course content covers:

- Reasons That You Should and Should Not Run for Council;
- What You Should Know Before You Run for Office;
- Dealing with the Media;
- Techniques for Working with Others;
- The Roles of Council Members and Staff;
- What are the powers and influence of municipal government?
- Transparency and Accountability in Government;
- and much more...

*A sample quote from the course:*

*"There are joys and disappointments in equal measure. Nothing compares to the satisfaction of knowing you've made a difference in your community, and that a decision you've been a part of has made the lives of your residents better."*



## So You Want to Run for Council?

For more information on this online course and to register visit:

**AMO**.on.ca