



CHFBC Election Team Shadow Candidates Kit: Shadow Candidate Job Description

Care about co-ops? Got what it takes?

Are you passionate about your co-operative community? Do you want to see members who need financial help to stay in their homes get it? Do you want to make sure the MLA elected in your riding supports rent-geared-to-income programs? Talk to us! The Co-operative Housing Federation of B.C. is recruiting co-op members to act as “Shadow Candidates” during the provincial election campaign. This is your chance to hold the politicians’ collective feet to the co-operative fire.

Here’s the Job...

As a CHF BC Shadow Candidate, you’ll represent the co-op movement in your riding during the provincial election campaign. You’ll be like the other party candidates who are running, but with a single focus. Your job will be to get those other candidates to publicly commit to supporting provincial funding for the rent-geared-to-income programs for Section 95 co-ops. These co-ops will lose their federal funding over the next few years as their operating agreements end. We want the province to step up to the plate and provide that funding.

You’ll ask candidates to pledge to support sufficient provincial funding to ensure low-income, senior and disabled co-op members can stay in their homes. You’ll meet lots of people, talk to the media, mobilize your fellow co-op members and have a lot of fun.

What you’ll do...

Just like party candidates, Shadow Candidates will hit the campaign trail running. Here’s what you’ll be asked to do:

- **Tell us your story!** The CHFBC Election Campaign Team will interview you so we can share your co-op experience and passion in print, broadcast and web-based materials
- **Act as spokesperson** at CHFBC-organized campaign events and be available for media interviews to get the message out to the public and politicians
- **Attend all-candidates meetings** in your riding and get candidates to commit to provincial support for the rent-geared-to-income programs for Section 95 co-ops.
- **Share your experience** with your fellow co-op members and the public by posting to Facebook, sending out Tweets and appear on video

How we'll help...

You won't be alone! The CHF BC Election Team will give you the resources you need to shine as a Shadow Candidate. We'll be there to provide you with:

- Media training so you can get the message across clearly and powerfully
- Communications materials like brochures, DVDs, backgrounders and other pieces that reinforce your arguments and get the message out
- A political primer with tips and hints on who's who, how to ask questions that get answers and other important info

Let's make a difference!

As a Shadow Candidate, you'll act as an ambassador for the co-operative housing movement and be the CHF BC's "troops on the ground" during the campaign. By shadowing the party candidates in their ridings, you'll raise the profile of CHF BC goals and issues with both the public and the media. You'll also provide the Election Campaign Team with material for social media and other communications materials to get the message out throughout the province. And you'll gain valuable experience in how the electoral process works. Working together, we can secure commitments so whoever forms the next government, the province will step up to the funding plate when the federal government walks away.

Sign up now

Got your running shoes on and ready to hit the campaign trail? Tell us. To sign up as a Shadow Candidate, please contact:

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