

CANDIDATE RECRUITMENT GUIDE



NOVA SCOTIA LIBERAL PARTY

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THE SEARCH COMMITTEE

Searching for and selecting a candidate is one of the most important responsibilities of an Electoral District Association. It is critical that each Association embark on a thorough recruitment of potential nomination contestants. This guide contains some tips on recruiting to help Associations find the very best people to represent the Nova Scotia Liberal Party.

The Electoral District Association executive will appoint a Search Committee with primary responsibilities for recruiting potential nomination contestants. The members of the committee should be representative of the Association and the constituency. Three to five members are usually sufficient.

The Search Committee will:

1. Develop a candidate profile
2. Create a list of potential nomination contestants
3. Approach potential nomination contestants
4. Report to the Electoral District Association
5. Liaise with the Party and Campaign Team

1. DEVELOP THE CANDIDATE PROFILE

- Identify the needs, concerns, and hot issues in the constituency
- Develop a profile or several profiles of a candidate that has the best opportunity to win the election. Some areas to consider:
 - Professional accomplishments or field
 - Volunteer roles in the constituency
 - Previous experience in other levels of government
 - Personal traits
 - Demographics
 - Prominent constituency members

2. CREATE A LIST OF POTENTIAL NOMINATION CONTESTANTS

- Contact the past candidate for suggestions. He or she has gained much experience and knows the constituency well. They may also wish to run again.



- Hold a brainstorming session to name known Liberals and those whose political allegiance is not known but fit the candidate profile.
- Speak with individuals who have come forward to express an interest in running. The Committee has a responsibility, on behalf of Constituency Association, to meet with anyone who has come forward.

3. APPROACH POTENTIAL NOMINATION CONTESTANTS

- It is best to have a personal acquaintance make the initial contact and report back to the committee.
- Follow up – keep in touch with all those who have expressed an interest.
- Follow up – the Campaign Team is willing to speak with potential nomination contestants.

4. REPORT TO THE ELECTORAL DISTRICT ASSOCIATION

- The Search Committee should report back to the Constituency Association at every meeting of the executive. The report should include:
 - Number of people approached, and number of people interested along with their degree of interest
 - Any factors which would affect the timing of a nomination meeting
 - The information gathered by the committee should be used with discretion. Personal information should not be divulged.

5. LIAISE WITH PARTY AND CAMPAIGN TEAM

- The EDA Search Committee and EDA President shall liaise with the Executive Director of the NSLP/or their designate regularly during the candidate search process and nomination contest.

PROCESS AND RESOURCES

PROCESS

- The “Guidelines for Nomination Contestants” document outlines the requirements for the nomination contestants, information on access to membership lists and application forms, and requirements for setting the date



of a Nomination Meeting, along with voting procedures.

- The President of an Electoral District Association shall advise the NSLP that the association is ready to hold a Nomination Meeting. The President shall recommend several options for nomination dates. The President shall remain neutral throughout the nomination process.
- The NSLP will confirm the date for the Nomination Meeting following consultation with the Leader's Office, Campaign Chair, Electoral District Association President and Nomination Contestants.

RESOURCES

- People – current MLAs and former candidate are a terrific resource to help answer the big questions potential nomination contestants have about what life is really like as a candidate and an MLA.
- Guidelines for Nomination Contestants.
- Past results and analysis.
- Once an individual have been nominated, they and their campaign team will have a wealth of resources to help them prepare for the election.



WORKING TOGETHER

WORKING TOGETHER TO FIELD THE STRONGEST TEAM

The critical role the Electoral District Association plays in identifying candidates is supported by the Leader, the Party and the Campaign Team. Working together, we will ensure the Nova Scotia Liberal Party fields the best team of candidates in the next provincial election.

Thank you!