



***WILDROSE***

CONSTITUENCY ASSOCIATION

ORGANIZATION AND PROCEDURES MANUAL

## Section 1 CONTENTS

Section 1	Contents.....	2
Section 2	About this Manual: .....	6
Section 3	Party Structure and Operation .....	7
3.1	Formalities .....	7
3.2	Party Offices.....	7
(a)	Wildrose Party Office.....	7
(b)	Political Operations.....	7
3.3	Party Governance - Beyond The Constituency Associations .....	7
(a)	Party Annual General Meetings.....	7
(b)	Executive Committee.....	8
(c)	The Leader .....	8
(d)	Caucus and Members of the Legislative Assembly of Alberta.....	9
Section 4	BUILDING A WINNING CA .....	9
4.1	Strong Foundations Of A Constituency Association .....	9
4.2	Procedure For Registering A Ca With Elections Alberta .....	10
Section 5	CONSTITUENCY ASSOCIATION BY-LAWS .....	10
5.1	Nature of the CA Bylaws .....	10
5.2	Amending the CA Bylaws .....	10
5.3	CA Annual General Meetings.....	11
(a)	Notice Period .....	11
(b)	Method of Notice.....	11
(c)	Agenda and Minutes.....	11
5.4	Board Postings and Job Descriptions.....	12
(a)	President.....	12
(b)	Chief Financial Officer / Treasurer .....	13
(c)	Vice-President(s).....	13
(d)	CA Vice-President(s) is (are) responsible for: .....	14
(e)	Secretary .....	14
(f)	Directors .....	15

(g)	Engaged Members .....	15
(i)	Volunteer Coordinator.....	15
(ii)	Internet and Social Media Technical Support Coordinator .....	15
(iii)	Special Event Coordinator .....	15
(iv)	Lit Distribution Coordinator.....	16
(v)	Policy Data Collection Coordinator.....	16
(vi)	CFO Support Coordinator .....	16
(vii)	Nomination Committee Recruitment Coordinators .....	16
5.5	Recruitment Of Board Members .....	16
5.6	Process Of Electing The Board .....	17
(a)	Nomination Committee .....	17
(b)	Ballots and Ballot Boxes.....	17
(c)	Ballot Counting .....	17
(d)	Announcement of Results.....	18
5.7	Adding, Changing, And Removing Board Members Between AGMs.....	18
Section 6	RUNNING A WINNING CA .....	19
6.1	Constituency Association Annual Activities In Non-Campaign Years .....	19
(a)	Fundraising.....	19
(b)	Membership Renewal.....	19
(c)	Monthly Renewal Program .....	19
(d)	Annual Membership Drive.....	20
(e)	Outreach and Promotions .....	20
(f)	Advertising .....	20
(g)	Community Events.....	20
(h)	Ethnic Outreach .....	20
(i)	Constituent Contact and Growing Support .....	20
(i)	Door-Knocking .....	21
(ii)	Literature Distribution .....	21
(iii)	Telephone Town halls.....	21
(j)	Data Maintenance .....	21

(k)	Volunteer and Membership Engagement .....	21
(l)	Volunteer Appreciation Events.....	21
(m)	CA Newsletters.....	21
(n)	Party Business .....	22
(o)	Member Meetings .....	22
(p)	Candidate Search .....	22
6.2	Sample Annual CA Activity Plan.....	22
6.3	Conducting A Successful Meeting.....	23
6.4	Board Meetings.....	24
6.5	Standard Wildrose Agenda for CA Board Meetings.....	24
6.6	Presidents’ Forum Meetings.....	25
6.7	Things To Know When Organizing A Public Political Meeting .....	25
6.8	Flag Protocol .....	25
(a)	When flying on a flagpole: .....	26
(b)	The Canadian Flag:.....	26
	Must be the same size or larger .....	26
	Always occupies the highest point .....	26
	Always raised or lowered first or in unison, if not already in position .....	26
	It is politically correct to fly a Canadian flag above an organization’s flag.....	26
(c)	On the Floor:.....	26
(d)	Vertically on the Wall:.....	26
(e)	National Anthem.....	26
(f)	Meeting Proceedings .....	26
(g)	Fill the Room .....	27
6.9	Opportunities at Political Public Meetings .....	27
Section 7	WILDROSE POLICY ON DEALING WITH TROUBLESOME MEMBERS.....	27
Appendix “D”	– Guidelines for CA Expenditures .....	32
Appendix “E”	– Sample CA Expense Claim Form.....	33
Appendix “F”	– Sample CA Annual Budget, Non-Campaign Years .....	34
Appendix “H”	– Summary of CA Donation Limits and Tax Credit Information .....	36

Appendix "I" – Sample Annual Membership Growth Plan.....37

## Section 2 ABOUT THIS MANUAL:

This manual is provided as a guide to assist you in operating a successful and winning Constituency Association (CA).

Many of the organizational and procedural aspects of CA administration and organization dealt with in this manual are based upon information contained in the *Party Constitution*, *Wildrose Constituency Association Bylaws*, and other valuable resources that you should turn to.

This manual is meant to only cover CA operations. To follow are a set of additional detailed manuals outlining information (and training) in the areas of fundraising, database management, and election readiness (campaign preparation). As these documents are made available, the most current versions will be published online and accessible through the Party's database system (currently AVIS). Those who have created and continue to maintain these manuals rely on you! We need CA and user continued feedback as this further develop this manual, through the identification of errors/omissions, amendment suggestions, and new ideas that ought to be explored for inclusion.

Your comments, questions and feedback can be submitted by contacting [casupport@wildrose.ca](mailto:casupport@wildrose.ca), calling the office or posting your suggestions in the notes section of the "wiki" online version of this manual.

This manual is divided into two parts:

**Part 1** describes the basic administration of a CA, its operation, and an overall description of how the CA works within the larger context of the Party.

**Part 2** is a series of appendices that contain examples, precedent or describe, in some detail, specific components of CA operation and procedure.

Of course, this manual is intended principally to only act as your guide to the operation of a successful CA, based on experienced gathered from various stakeholders at the time it was last amended. Many CAs may find that their own procedures are more amenable or efficient than those listed in this manual – in this case, we want to hear from you and compare your experiences with what we think is the best practices to date.

We encourage you to always seek counsel from other CAs, your Provincial Director and the Party Office for unique circumstances or to further explore new initiatives and opportunities.

We believe that the time for change in Alberta has come – this guide has been developed to assist in reaching the only goal that matters – a strong Wildrose community leading to the formation of Government in the next election.

The Party and the Party Office routinely develop new projects to assist in Wildrose growth and development through the "FACILITATION", not dictation, of programs, projects and events.

In this regard, the Party Office has a number of resources, which any CA is able to leverage: Be it in the area of financial support, volunteer/supporter identification, manpower assistance, design and program deployment, general advice, financial and Elections Alberta obligations and reporting, materials and various support programs.

Examples of such facilitation are:

- Training on databases and financial software;
- Manuals for financial reporting;
- Liaison with CAs and Elections Alberta;
- Direct Mail support (production, folding, stuffing and posting);
- General development advisors;
- Campaign strategy support;
- Issue identification and education;
- Checklists, advertising and promotion for events (annual 'tradition' events, fundraisers, trade-shows, parades, friend-raisers, etc.);

- Website, telephone, voicemail and email support;
- Insurance coverage and certificates; and
- Swag and promotional item bulk purchasing, sourcing and sales.

These services are all provided at cost recovery only rates.

We thank you for your continued efforts to put Albertans first. Your commitment to bring Wildrose to your community grows Alberta into a better province today, and for the future. The feedback and suggestions on development assist us in providing better service for all CAs – so please ‘let us have it!’.

Extending the Wildrose Party into your community today, helps ensure a strong tomorrow. Growth and CA efforts in non-election years are essential to a Wildrose win in your CA come the next election. Many believe that hard work right before an election is all that is required – but this is the exception, not the rule. There is no substitute for hard work between elections to grow the roots of Wildrose into the community ensuring a strong and organized presence when called on the next time to go to the polls.

## Section 3 PARTY STRUCTURE AND OPERATION

### 3.1 Formalities

The Wildrose Party (known throughout this manual as the “Party”) is a formally registered Society under the *Societies Act* of Alberta. Its formal title is the “Wildrose Alliance Political Association”, but it is also known by a few other names, depending on where you look. Registered at Elections Alberta under the *Elections Act*, the long form of the Party is titled the “Wildrose Party of Alberta”, and for the purposes of ballots and other matters, it is short titled “Wildrose”.

### 3.2 Party Offices

#### (a) Wildrose Party Office

The Wildrose Party office handles day-to-day administration matters such as processing memberships, issuing tax receipts (provincial donations), preparing and distributing memos, responding to written and telephone enquiries, and supporting the Constituency Associations.

**elaboration ON ADDITIONAL SERVICES AVAILABLE THROUGH THE OFFICE**

#### (b) Political Operations

Political Operations, in conjunction with the Party Office, assists in the planning and deployment of policy review, candidate selection programs and assistance and election readiness plans. Political Operations also provides orders and instructions acting as the link between local election campaign teams and the provincially organized campaign.

### 3.3 Party Governance - Beyond The Constituency Associations

#### (a) Party Annual General Meetings

The Party conducts Annual General Meetings (Party AGMs), which are the principal governance interaction between the members of the Party and the formalized organization. At the Party AGM, members have the opportunity to amend the Party bylaws (formally known as the Party Constitution), amend and adopt various formal Party policy, elect members to the Party board of directors (formally known as the Party Executive Committee or “EC”).

Any member in good standing has the right to attend and speak at any AGM. If that person has been a member in good standing for at least 14 days before the AGM, they are also have the right to vote at that meeting.

Party AGMs are exciting and dynamic events at which hundreds of individuals from across Alberta converge to discuss policy and party business. Constituency Associations may, at their discretion, provide financial assistance to delegates attending

Party AGMs. For example, they can provide reimbursement to delegates for their hotel room and airfare expenses. This should be decided by a CA well in advance of an approaching Party AGM, to ensure that adequate resources are available.

In between Party AGMs, the governance, management, and control of the activities of the Party are vested in the Executive Committee, and where dictated by the Constitution, to the Leader.

For more information on Party AGMs, please see Article 6 of the Party Constitution.

(b) Executive Committee

The Executive Committee is a group members elected at a general meeting (usually the AGM) by the entire membership to: (1) represent the Party; and, (2) oversee the general direction and operations of the Party. Vacancies are discretionally filled by an appointment made from the membership by the (then current) EC until the next general election. Usually, the EC strikes a search, or recommendation, committee to report to the EC.

The composition of the Executive Committee is detailed in Article 7 of the Party Constitution. Executive Committee has the following powers and responsibilities:

- Establish and recognize Constituency Associations and setting the terms of their bylaws;
- Develop and implement rules and procedures to ensure fair and effective candidate recruitment and selection;
- Ruling on issues of membership including membership revocation or reinstatement;
- Encourage the participation and recruitment of members (generally and the encouragement of young members);
- Appoint the Auditor of the Party;
- Appoint the Executive Director to run the day-to-day operations of the Party and hire/supervise staff to assist in operations;
- Establish various committees, as may be needed and to determine the rules and their terms of reference;
- Organize and appoint members as necessary to conduct any Leadership review or replacement;
- Enact rules and procedures for the conduct of Executive Committee business;
- Propose Constitutional and policy amendments from the direct feedback of the membership and CAs;
- Other responsibilities set out in the Constitution or as may be asked of by the Leader;
- In each region of the province there are Provincial Directors that provide assistance to their local CAs and assist in to coordinate their activities. These Provincial Directors are the Wildrose Party's "arms and legs" in the field, and assist in the implementation of Wildrose initiatives and programs. The primary function of Provincial Directors is Constituency Association support and development.

(c) The Leader

The Leader is the chief public official of the Party, whose authority includes that specified for the leader of a party pursuant to the *Elections Act* (which is merely to provide the abbreviated name of the Party that will appear on ballots).

The Leader is elected by the members using a preferential balloting system (and must receive a majority) – and a vote by the membership asking if they want a Leadership Vote called, must happen at least once every three years. To vote in a Leadership election, you must have been a member for 14 days prior to the vote.

The Leader shall promote the Party, and is bound by its principles and policies. The Leader has final approval over who will represent Wildrose as a nominated candidate in each constituency.

To ensure accountability, the Constitution requires the Leader to provide regular communication directly to the Constituency Associations and the members. The Leader also has the right to ask for the convening of an EC meeting.

When the party is elected as the Official Opposition, and the Leader of the Party is also an elected MLA, the Leader of the Party, by convention, becomes the Leader of the Her Majesty's Official Opposition to the Government.

When the party is elected as the Government, and the Leader has won a seat, the Leader by convention becomes the Premier of Alberta. The Premier assigns fellow elected caucus members to various Ministerial positions, collectively all elected members elected as endorsed by the Party form the Government.

(d) Caucus and Members of the Legislative Assembly of Alberta

Upon election, a Member of the Legislative Assembly (MLA) becomes the government representative for all of the constituents in their constituency. In this capacity, the MLA is entitled to receive government funds for offices and staff both in the government capital (Edmonton) and in their constituency.

As a general rule, MLAs are not allowed to use their government-funded amenities to benefit the Party (use non-partisan funding from government to fund partisan activities). For example, it would not be acceptable for an MLA to use government funding to solicit Wildrose memberships, donations (contributions), partisan advertising, or fund membership communication. As a result:

- CAs should not use MLA offices for their meetings. Nor can CAs use meeting rooms expensed to an MLA's budget for the purpose of Party business;
- Mail, which originates from a CA, or its members, should not be distributed using an MLA's mailing privileges;
- Legislative staff are unable to use government paid time to assist in partisan activities;
- Wildrose MLAs are not be expected to give Wildrose members preferential treatment over other constituents; and
- MLAs are not permitted to use their legislative office budgets to purchase partisan materials, etc.

Article 7(b) of the *Constituency Association Bylaws* provides that by virtue of their office, a Member of the Legislative Assembly is a member of the CA's Board. As such, the MLA is encouraged and entitled to attend Board Meetings, vote on CA matters, and be privy to all aspects of the CA's discussions, programs and activities.

The *Constituency Association Bylaws* are silent as to whether an MLA should sit on a CA's Executive Committee. However; it would be surprising if any MLA would have the time to fulfill the role of an Executive Officer knowing that it would require they spend a substantial amount of time on CA affairs.

It is vitally important that the CA have a good relationship with its MLA. However; there must always be awareness that the life of an MLA is a demanding one and therefore participation in CA activities may, of necessity, be limited. Additionally, that the MLA continues to be a member of the Party, and endorsed by their CA, and should ensure that this dedicated group of constituents play an active role in advising on partisan community matters.

## Section 4 BUILDING A WINNING CA

### 4.1 Strong Foundations Of A Constituency Association

Ultimately, the primary goal of any CA is to assist its nominated candidate in winning the local election. Every proposed activity of the CA should be challenged by asking:

#### **"Will this help us achieve the goal of winning this seat for the Wildrose Party?"**

Constituencies are geographically named and described in a Representation Order pursuant to the *Electoral Boundaries Redistribution Act* (most recently passed in 2011). CA are entities governed by a number of items, including provincial legislation, the Party Constitution, and the Bylaws of the CA.

The governance of Wildrose CAs by their local Boards is specified by Article 4.4 of the Party Constitution. However, all Wildrose CAs must be recognized by the Executive Committee of the Party and such recognition may be revoked by the Executive Committee. (Article 4.5, *Party Constitution*). Article 4.3 of the Wildrose Constitution lays out the requirements a potential CA must meet if it is to receive recognition from the Executive Committee.

Wildrose CAs are principally governed by their local Board of Directors, of which a smaller subgroup of local Officers is elected (Executives) who undertake to meet all Party and legal requirements for the Constituency Association. This includes

obligations as set forth in various legislation such as the Elections Act, the Election Finances and Contributions Disclosure Act, the Party Constitution, CA Bylaws, etc.

#### 4.2 Procedure For Registering A CA With Elections Alberta

Before Elections Alberta formally recognizes a Constituency Association (Registered), certain procedural requirements must be met. Specifically, a CA wishing to become registered with Elections Alberta (and hence eligible to receive donations [formally in the legislation called “contributions”], accept surplus electoral funds from a candidate, etc...), it must submit a completed “*Registration of Constituency Association*” form to Elections Alberta (Appendix A) which contains the following information:

- The full name of the registered political party (Wildrose Alliance Political Association) and the name of the electoral division (i.e. the constituency);
- The full name, address, phone number, and e-mail address of the CA’s Chief Financial Officer (CFO);
- The full name, address, phone number, and e-mail address of the CA’s Principal Officer (i.e. the President);
- The location of where the CA’s records are maintained and to where communications may be addressed (if other than the address and contact information of the CFO); and
- The name, address, and phone number of the Financial Institution with whom the CA has established its financial relationship (i.e. bank account), and the names of the two Signing Officers for the account.

Note: The Party Office and your Provincial Director are available resources to support each CA through the process to ensure accuracy of the completion of the forms.

For more information on creating or registering a Constituency Association, or to find contact information for your local Party Constituency Association, please contact CA Support at the Party office or Elections Alberta. The contact coordinates for these and other important entities can be found the Party Memorandum regarding updated contact procedures.

## Section 5 CONSTITUENCY ASSOCIATION BY-LAWS

### 5.1 Nature of the CA Bylaws

The *Constituency Association Bylaws* are established by the Executive Committee of the Party under the purview of Article 4.3.2 of the Party Constitution. In practice, this means that the CA Bylaws are a creation of the Party’s Executive Committee, who may modify them at their discretion. The Party Constitution requires that all CAs adopt the Party endorsed Bylaws as stipulated in Article 4.3.2.

### 5.2 Amending the CA Bylaws

Article 11(a) of the *Constituency Association Bylaws* grants the CA the ability to amend its bylaws subject to the approval of the Executive Committee in consultation with the Party Vice President Membership. This is only allowed in rare circumstances and the process for amending the CA Bylaws would be:

1. A motion to amend the CA Bylaws may only be brought by the CA Board after a vote at a scheduled meeting (or a resolution in writing signed by all members of the CA Board).
2. The amendment should be submitted to Party Executive Committee via the VP Membership at least forty-five (45) days before the CA’s next Annual General Meeting (AGM). The submission should include the wording of the amendment, a brief rationale for the amendment, and the time, date and location of the CA’s forthcoming AGM.
3. If approved by Executive Committee, in its current form or in a modified form, the proposed amendment should be distributed to the CA’s membership as part of the CA AGM’s meeting notice as required under Article 6(e) of the CA Bylaws.
4. Once at the meeting, the amendment then ought to be moved by constituent member (note the phrase ‘to table’ is frequently used, however this is a bit confusing because in the United States – older versions of Robert’s Rules of Order – it meant to put an item off until later, in British and Canadian parliamentary procedure, it came by a different

meaning, that being to place before the committee), seconded by another, debated and the question called for a vote to take place.

5. The motion must receive the approval of at least two-thirds of the membership in attendance at the CA AGM. Should it be approved, the CA must submit a revised copy of the CA's Bylaws to the Executive Committee and their Provincial Director.

When drafting amendments to the CA Bylaws, care should be taken to carefully consider the long-term ramifications of the amendment. Executives and Directors should ask themselves if they would want to see this amendment in place were the composition of their Board to change dramatically in the future. Amendments that reduce or eliminate checks and balances within the CA Bylaws may appear expedient, and be perfectly acceptable if the CA remains united and focused. However, should the membership of the CA's Board of Directors change for the worse, the CA may regret its earlier decision to amend the CA Bylaws.

Generally, Executive Committee will be receptive to amendments that assist the CA in accommodating regional customs or practices, as well as to amendments that alter the set terms for CA Board and the composition of it. CAs should be sure to contact and involve the Party's VP Membership for more information on amending their CA Bylaws.

### 5.3 CA Annual General Meetings

Each Constituency Association shall hold an AGM in each calendar year, and it is suggested that it is no longer than fourteen (14) months between each Annual General Meeting.

It is suggested that these meetings be held in conjunction with a social or other special small CA event (such as a barbeque), but care should be taken not to make the special event long, or costly, so as to detract from the Annual General Meeting. There should be no cost involved to the members for the business portion of the meeting. Be sure to invite all local members of Executive Committee, a Wildrose MLA (local or the CAs designated partner MLA), and the Provincial Director.

#### (a) Notice Period

Notice of a CA Annual General Meeting must be given, setting out the particulars of date, time and place, at least twenty one (21) days in advance. There is no exception to this rule.

Failure to provide the required notice allows any business conducted (and decisions made) at the meeting to be challenged and may be declared null and void. One can easily see the problematic nature of such a disaster where an unsuccessful nominee for the CA candidacy for an election, challenges the outcome of the nomination process or CA election because of a decision to shortcut the notice period and causing the invalidity of the AGM that may have even taken place months earlier.

#### (b) Method of Notice

Notice of the AGM is required to be given to ALL members (a CA executive or sitting MLA cannot choose to selectively provide notice only to their supporters). The method of notice is set out in the CA bylaws.

#### (c) Agenda and Minutes

Each CA may craft their own agenda for the meeting, provided it meets the bylaw requirements. A draft AGM A draft CA AGM agenda can be found below. A draft set of minutes for such a meeting (based on the sample agenda) will be added shortly.

#### DRAFT - Agenda for an Annual General Meeting

The following business is to be conducted at each CA AGM:

1. Call to Order and sing O' Canada
2. Declaration of quorum (the lesser of a majority of members in good standing of the association or fifteen (15) members in good standing)
3. Introductory remarks, recognition of special guests and a brief review of the agenda
4. Report by the Officers (President to report on behalf of all vacant positions or absent Officers)

5. Presentation of Financial Statements
6. Summary of the CA's Membership and Operations Plan and Election Readiness Plan
7. Adopt minutes from previous AGM
8. Election of Officers and Directors
9. Guest Speaker during vote count (e.g. Report by the elected or assigned partner MLA; if available, a report from Party Staff or an EC Member on behalf of the Party is also recommended)
10. Declaration of results - announcement of new Board
11. Acknowledge retiring Officers and Directors
12. Other business as may be required
13. Schedule of Board Meetings presented (or at least the time and date of the first meeting)
14. Concluding remarks
15. Adjournment

#### 5.4 Board Postings and Job Descriptions

An elected Board consists of at least two and less than seven Officers (a listing of which is provided below), with the appropriate number of Directors to provide additional support.

The positions required by Elections Alberta for CA registration are the President and Chief Financial Officer, both of whom are personally responsible to Elections Alberta for the filing of the statutory reports. It is possible, although discouraged and not recommended, that these positions could be filled by the same person.

The Board manages the day-to-day affairs of the CA and is elected by the members of the constituency.

It is important to note that any CA with a Board of Directors exceeding 30, may not qualify under the Party's general liability insurance plan, nor their officer's errors and omissions insurance coverage.

It is also important to consider if the correct people are in the appropriate roles. It is not necessary to fill all Officer roles at AGMs if there is not a suitable candidate identified who would be able to fulfill the responsibilities of the role. Although, the Board and voting members should welcome and encourage active members to seek election as a Director, especially if the individual does not have the skillset or ability to fulfill the responsibilities of a particular Officer role.

When considering the composition of the Board, the CA should consider the ratio of local constituent members to those resident outside the constituency, as well as consider the need to ensure quorum is met at each meeting (as too many members on a Board can affect the ability to meet quorum).

The positions and job descriptions are defined in the CA Bylaws. In addition to those duties and obligations outlined in the CA bylaws, below are some added considerations pertaining to each of the roles:

##### (a) President

The CA President is responsible for:

- Chairing all CA Board Meetings of the Association;
- Chairing the CA Annual General Meeting;
- Guiding the Board in the performance of their duties;
- Liaising with Party Office staff and the Provincial Director on a regular basis;
- Attending Regional Presidents' Forum Meetings hosted by Provincial Directors;
- Meeting all reporting requirements laid out by the Party Office and Elections Alberta;
- Distributing, on a consistent basis, relevant information to CA Board Members from Party Office Staff and the Provincial Director;
- Appropriately handling media issues on behalf of the CA in a coordinated and approved manner with direction from the Party's Political Operations Office;
- Casting the deciding vote in the event of a deadlock (the President, as Chair, does not normally vote at Board meetings or move or second motions as per the rules of order being used by the CA); and

- Specific tasks as defined by the Wildrose CA Bylaws under Article 4.

Typical tasks performed by the President during any given month usually include:

- Communicating with the CA Chief Financial Officer to ensure compliance with Elections Alberta guidelines and regulations regarding reporting
- Reviewing documents and messages from the Party Office and the Provincial Director and forwarding appropriate messages and documents to Board Members
- Liaising with all Board Members to ensure that CA functions are being completed in a timely manner
- Setting Board Meetings and booking the meeting space
- Liaising with the CA's Member of the Legislative Assembly (if applicable) and apprising the MLA of riding issues
- Forwarding information from Party Office staff and the Provincial Director to appropriate Board Members (memos, e-mails, guidelines, etc...)
- Responding to media requests on local CA-level issues after consulting with both the appropriate Political Operations staff and the Party

(b) Chief Financial Officer / Treasurer

The Chief Financial Officer (referred to as the Treasurer in the *CA Bylaws*) is responsible for:

- Completing all necessary reports as required by Elections Alberta and the Party Office
- Maintaining accurate and complete records of an CA's financial situation, including a complete record of expenses and donations
- Working with the President to ensure that quarterly and annual filing of the CA's financial statements is completed and submitted to Elections Alberta
- Receiving all donations to the CA and generating temporary tax receipts for donors while ensuring that these donations conform to all Elections Alberta requirements
- Generating and mailing official tax receipts for donations received during the calendar year using Election Alberta's official receipts

Typical tasks performed by the Chief Financial Officer during any given month include:

- Writing temporary tax receipts for the donation portions of tickets sold for a CA fundraising dinner
- Generating expense reimbursement cheques for Directors who incurred authorized and receipted expenses while performing CA business
- Liaising with the Party Office to ensure their quarterly and annual CA financial filings are correct and accurate
- Generating an up-to-date financial statement for review at the CA's monthly meeting

For more information on the responsibilities of Chief Financial Officers with regard to Elections Alberta filings, please see Appendices "A through I".

(c) Vice-President(s)

The CA Officers of each Board consist of up to seven positions. The President, CFO, Secretary, and the following Vice President positions:

- VP Membership
- VP Policy
- VP Fundraising
- VP Communications

The CA Bylaws stipulate that the VP Membership is the first Vice President, and the VP Policy is the second Vice President. Each CA has to have a President and a CFO, and should have a VP Membership at a minimum. As the appropriate candidates

come forward to the Board, the Board can fill the remainder of the Officer positions either through appointment or election at the AGM.

(d) CA Vice-President(s) is (are) responsible for:

- Performing the responsibilities of the President should they be unable to fulfil their role (in the order of authority identified above)
- Assisting the President with his or her mandated responsibilities
- Specific responsibilities as defined by the CA Bylaws under Article 4

It is important to remember that the Officers' responsibilities are to ensure the list of responsibilities within their portfolio are fulfilled whether by themselves or through the support of a Director or the members. Some VPs find their roles difficult to sustain for multiple terms, or cannot find the time to fulfill all their responsibilities within their elected term as they had not planned to afford the CA with so much time. To avoid these scenarios, engage Directors and members with goals of tasks of the CA in order to build a strong one that is campaign ready. (i.e. Just because you are the VP Fundraising, it doesn't mean all the fundraising is on your shoulders. It's your role to engage the Board and Members to support your set goals for the CA, and ensure it gets done.)

Every member on the Board is part of the whole. Engage with the fundraisers, membership recruitments, policy developments and communications no matter what your elected role is and your CA is sure to be able to retain the talented candidates that were elected.

Should there be a concern of limited resources not meeting the requirements of the CA, connect with the Provincial Director or CA Support through the Party to learn how a CA can operate in a healthy manner and grow under the current circumstances.

(e) Secretary

The Secretary is responsible for:

- Providing notice to the CA Board and Provincial Director for upcoming meetings
- Generating agendas for CA Board meetings in consultation with the President
- Recording the minutes of CA Board meetings, with particular attention to recording expenditure motions on the part of the Board
- Distributing the minutes within one week of the meeting to those that attended the meeting for review to allow for any mistakes to be caught and expedite the process of the passing of the minutes at the next meeting. (Note: if there is a differing opinion, it is important to bring forward that concern at the next meeting and have it resolved when the motion is made to pass the minutes from the week before.)
- Distributing the approved minutes within one week of the following meeting at which the minutes were approved and passed to the Provincial Director and the Party (at [casupport@wildrose.ca](mailto:casupport@wildrose.ca))
- Important: There is a distinct difference between Minutes of meeting and notes from a meeting.
  - Minutes are only to include: Date, Time Start, Time End, Location, In Attendance, Not Present, and all Motions made with a record of who seconded it and the number of votes in favour vs opposed. Any expenditure of the Board must be done in the form of a motion at a meeting, and must be documented. The CFO report of the current balance must be in the minutes as well, which happens before all motions are made on spending.
  - Notes of the meeting are not required and are only for the benefit of those not in attendance as it may delay conversation and process if they do not have an update on discussion before the next meeting. If all are in attendance at a meeting, there is no need for notes to be taken (everyone should take their own). If someone is missing, they can ask someone in attendance that is not the secretary or President (or Chair of the meeting if not the President) to take notes for them.
  - Minutes are required to keep as they are archived to compliment the CFO's book keeping, and may be requested by the Party or Elections Alberta at any given time.
  - Notes are a suggested resource for the Board to keep communication strong between Board members.

- Providing notification, in conjunction with VP Communications, to the general membership of the CA as well as the Party and the Provincial Director of the upcoming CA Annual General Meeting
- Drafting letters and other communications in Collaboration with the VP Communications on behalf of the CA and ensuring their timely transmission
- Maintaining an up-to-date list of CA Board contact information and providing this information regularly to the Wildrose Party Office and the Provincial Director
- Specific tasks as defined by the CA Bylaws under Article 4

Typical tasks performed by the Secretary during any given month include:

- E-mailing, phoning, and/or mailing CA Board regarding upcoming meetings
- Creating and distributing the minutes from the previous month's CA Board meeting
- Writing a letter on behalf of the CA to Party Office regarding an interpretation of the Constitution

(f) Directors

Directors have two primary roles in the CA:

- 1) Hold the Officers accountable to the members of the constituency by attending meetings and voting on each matter;
- 2) Support the Officers in fulfilling their mandates and goals

It is important for the Officers to engage the Directors immediately upon their election or appointment to secure their long-term commitment to the CA and their attendance at meetings. For example, if a Director is keen to help raise membership, the Director should partner and collaborate with the VP Membership, or, should the position still be open, the Director can best support the Board by fulfilling the pertinent duties of VP Membership until someone is elected or appointed.

(g) Engaged Members

There are many ways to engage members outside of Campaign Periods, voting at Nomination Events, and being in attendance at events. Often Boards elect too many Directors making it difficult for the Board to achieve Quorum each meeting. By creating a list of roles and responsibilities for Engaged Members and discussing them at the AGM the members can find well suited roles for themselves in the operations of the CA. Building a strong Volunteer base can ensure the success of the Board's achievements.

Some highly recommended roles that Directors or Members can fulfill, and do not necessarily fall under the responsibilities of the Board, yet are great assets to high-functioning, sustainable, winning CAs are as follows (these not listed in any particular order as the roles should reflect the interests and strengths of the Directors and Engaged Members):

(i) Volunteer Coordinator

- Working in collaboration with VP Fundraising, VP Membership, VP Communications, or President depending on the volunteer requirements

(ii) Internet and Social Media Technical Support Coordinator

- Working in Collaboration with VP Communications and President to ensure all opportunities of communication are met, under the messaging directed by the President and VP Communications.

(iii) Special Event Coordinator

- Working in Collaboration with VP Fundraising
- Many members have time to plan one event a year but cannot commit to being VP Fundraising; this role allows them to engage at the level they can afford to commit

- The VP Fundraising should design the Coordinator roles based on what is planned for each year (examples include but are not limited to: Annual Golf Tournament Coordinator, Turkey Drive Coordinator, Annual Community Outreach Event, etc.)

(iv) Lit Distribution Coordinator

- Working in collaboration with the VP Communications (who is working in collaboration with the Party), sending out a regular lit piece that engages and/or recruits members as well as enlists and solicits community support

(v) Policy Data Collection Coordinator

- Working in collaboration with the VP Policy
- This is the perfect way to effectively engage a member that has a lot of opinions on various aspects of Party policy and is really in tune with both the constituency members views and needs, as well as, all mediums of news; by collecting feedback and data with the VP Policy, there is more data to reference in the bi-annual review of the Party Policy

(vi) CFO Support Coordinator

- Working in collaboration with the CFO
- Should there be an experienced accountant in the CA Membership that cannot afford the time to be the CFO but can make time available to meet quarterly with the CFO to help ensure accuracy of the reporting, this would be a great asset to the operations of the CA (this is also a great role for an outgoing CFO)

(vii) Nomination Committee Recruitment Coordinators

- Working in Collaboration with the President
- This is a great role for Members that are really in tune with and are connected within the Constituency
- The President should make all vacant roles known to the Coordinators regularly so that if the Coordinators come across the opportunity to present the roles to qualified candidates, the conversation can happen organically and can help lure in strong options for the CA
- Roles they can help the President recruit for include Officers, Directors, and even potential Nomination Candidates
- Ideally these Coordinators could sit on Nomination Committees when the President calls them into order before each AGM and before each Nomination Event

**Note:** The Coordinators are not elected positions and the Coordinators do not affect quorum, nor can they vote at the meetings if they are not elected Directors.

**Important:** All appointments of Coordinators should be voted on by the Board as there may be concerns brought forward with certain members' offers of support and their access to confidential information such as member contact information.

## 5.5 Recruitment Of Board Members

The ultimate objective of CA administration is that the Board run the CA with the goal of winning the constituency seat for the Party. These individuals receive their mandate from the CA's membership, and in fact are elected by those members. This group should meet on a monthly basis, or quarterly if the CA is less developed and is having trouble attaining quorum on a monthly meeting cycle. CA Board meetings can occur more often as the circumstances require, particularly if it is in the lead-up to a provincial election.

The CA Board consists of Officers and Directors. All positions are elected by the constituency membership. All Board matters are decided by a simple majority vote, except in some specific cases outlined in the *Constituency Association Bylaws*.

## 5.6 Process Of Electing The Board

### (a) Nomination Committee

The President is to appoint a nomination committee that represents the Constituency well and knows the responsibilities of the positions. The core purpose of the Nomination Committee is to qualify that each of the contestants are capable of the requirements of the positions and that they understand the commitment made to the Board, CA, and Party if elected.

In large rural constituencies, geography may be a concern when planning an AGM. Care should be taken to choose a location that meet the needs of the members and do not unduly either help or hinder any single contestant.

### (b) Ballots and Ballot Boxes

An election returning officer and volunteer counters are required (and preferably from a different constituency). Generally, a minimum of two scrutineers (usually each candidate is allowed to appoint one scrutineer) are recommended and must be members of the Party. Party staff (that do not live in the constituency) and Provincial Directors can serve as the chief returning officer and volunteer counters and can assist to arrange an alternate or multiple counters.

Ballots should be prepared in advance of the meeting and reviewed by the scrutineers before distribution. They should be sequentially numbered, and issued in order. It is of benefit to use coloured paper to prevent duplication by photocopying.

Each AGM must have a place where voter registration agents should initial immediately prior the issuing of the ballot, and the member voting signs beside the initial once the member has received the ballot. The election returning officer and volunteers are to only issue ballots to those that are confirmed as active members as of fourteen (14) days prior to the day of the AGM.

Each Officer Position must have its own ballot and ballot box. All Directors that are contestants to be on the Board will be listed on one ballot with two columns to the right of the list of names for voters to mark 'Yes' or 'No'. If on the Directors Ballot, one of the indications is not clear ('Yes' or 'No'), that counts as a spoiled vote just for the one Director, not the entire ballot.

The names of the contestants should be listed on the ballot alphabetically, and the ballot should contain simple but clear instructions for the voter:

- 1) Mark an 'X' next to the preferred contestant; and
- 2) Mark an 'X' under the columns 'Yes' or 'No' next to uncontested contestants that are running for an officer position and/or for all Directors.

Ballot boxes should be inspected by all scrutineers prior to being sealed. During the event, ballot boxes should remain under constant surveillance by the election returning officer and volunteers. As voters place their ballots in the ballot box, volunteers should ensure that only one ballot is being cast by any voter.

Before commencing all duties as a participant in the process (scrutineer, returning officer or volunteer), they should put away their cell phones, blackberries, or other wireless devices prior to counting. These devices may be used again once the election returning officer has announced the name of the successful contestant.

### (c) Ballot Counting

Once voting is complete, votes are to be counted in isolation of the voting members and the election returning officer has the choice of having either all voters leave the venue, or if the AGM is in the same room, the Ballot Box can be moved to a neighbouring room under scrutineer supervision. All of the official voter lists should be collected and the voter signatures are to be counted before the ballots are counted. The number of signatures on the official voter list should correspond to the number of issued ballots. If strong voter controls have been employed, including the monitoring of ballot boxes, the number of signatures on the official voter list should match the number of ballots in the ballot box. However, it is possible that some voters may have left the venue without casting ballots, even though they should be instructed to leave their ballots

in a 'spoiled ballots' box upon leaving, in which case the number of signatures on the official voter list will be higher than the number of ballots actually in the ballot box.

When counting, two volunteers should work together as a counting team to minimize counting errors. Ballots should first be removed from the ballot box, and then each ballot should be checked to ensure that it has been initialed by a registration volunteer. Ballots without initials should be set aside.

IMPORTANT: Those ballots that are considered spoiled or disputed ballots should be separated from good ballots and are to be reviewed before counting the good ballots so that rulings on spoiled ballots are not influenced by the outcome of the good ballots.

If ballots are simply marked with an "X", the piles should be formed for each of the contestants, based on how they are marked, and the resolved disputed ballots are to be divided between the piles, with the determined spoiled ballots in a separate pile as they count towards the total ballots. Once all of the ballots have been apportioned into their appropriate piles, the ballots for each nomination contestant can then be counted, with one volunteer counting the ballots and the other recording the tally on a tally sheet. If the results are close, change positions and count once again. Scrutineers can request a single recount based on confused or lack of confidence in the vote.

Once all of the ballots, including disputed ballots, have been counted and processed, the final counts should be inscribed on a sheet signed by the count volunteers and passed to the election returning officer.

#### (d) Announcement of Results

Following the counting, the election should then inform the candidates and those returning officer still in attendance at the event which contestants won each position, in the order of President, CFO, VP Membership, VP Policy, VP Fundraising, VP Communications, Secretary, and Directors (listed in alphabetical order). The total number of valid votes cast may be made public if suggested by the Provincial Director, but not the individual results of the different counts. This helps create unity behind the newly elected Board. Following the announcement of the Board, a motion from the floor should be sought by the election returning officer to accept the results and destroy the ballots.

Note: The results must correspond with the bylaws that define how many members of the Board can be elected from outside of the riding relative to within the riding. The Provincial Director will intervene should there be a conflict to the *Wildrose CA Bylaws* that needs to be resolved.

### 5.7 Adding, Changing, And Removing Board Members Between AGMs

It is more important to have the right contestant in the position than it is to have all of the positions filled. Once one of the Board members is comfortable with nominating a contestant (or themselves) for an open position, the Board member can do so and the Board will have thirty (30) days to consider the nomination before voting.

Should the open position be President, the Vice President Membership will act in the President's position until an AGM is called and the Members vote in a new President. The CA Bylaws set the term of office as the period between sequential Annual General Meetings. This may be modified by a proper CA Bylaw amendment.

If an Officer or Director ceases to hold office between AGMs, the Board (through a majority vote) may appoint a replacement Officer or Director from the membership. Appointments between AGMs should be by secret ballot, and format should be standard ballot if multiple contestants are in the running, or a 'Yes' or 'No' vote of confidence ballots, if there is only one contestant. The President and one other Board Member selected by the President can serve as the returning officer and scrutineers to the count. If this is a concern to the Board, the Provincial Director should be involved and attendance.

If a person succeeds in getting into office and thereafter begins to promote extreme or controversial positions, the *Constituency Association Bylaws* contains a provision, Article 7(n) for the removal of Officers and/or Directors by a two-thirds vote of the Directors present at a meeting called for that purpose.

Party Office intervention in such matters should be limited to cases where for some reason the matter is not being dealt with by a CA or Provincial Director, or where it is felt that such intervention is necessary for the overall good of the Party. Under

the provisions of the Party Constitution (Article 3.4), only the Executive Committee has the authority to expel members from the Party. Such action, however, is taken rarely and usually as a last resort.

When CA Officers leave office they should ensure that all CA files, records, and materials are promptly delivered to successors. When a change of Chief Financial Officers occurs, the retiring Chief Financial Officer, the new Chief Financial Officer, and the CA President and/or other senior Officers should meet to verify in writing that the CA funds are reconciled with the financial statement.

IMPORTANT: When changes in Officers occur, the CA must notify the Wildrose Party office and the Provincial Director of the change in Officers. If the President and/or the CFO/Treasurer changes, *Registration of A Constituency Association Form - Update* must be completed and sent to Elections Alberta (reference Appendix 'A').

## Section 6 RUNNING A WINNING CA

### 6.1 Constituency Association Annual Activities In Non-Campaign Years

Strong and vibrant Constituency Associations win elections. By strengthening your CA, you will attract better Wildrose candidates, raise enough funds to run a strong election campaign, and energize your members and volunteer base. As a grassroots party, Wildrose believes that Constituency Associations are the very heart of our party, and the Wildrose Party Office will continue to provide support and assistance to CAs as they build towards winning the next provincial election.

The following is a sample guide and a sample list of activities a typical Wildrose CA should complete in a non-election year. This document is far from exhaustive, and active CAs should share best practices and new approaches with their Provincial Director and through their CA President at their regional CA Presidents meeting.

#### (a) Fundraising

A typical Wildrose CA will need to raise approximately \$25,000 to \$75,000 over a four-year period to build a war chest for the upcoming provincial election. The difference in the fundraising required is dependent on the Riding, the opposition, and the resources available through donations such as office space or phone bank volunteers. On an annual basis, a CA should assemble a budget which outlines their planned expenditures and fundraising initiatives so they can track progress towards achieving their goal of building a full war chest.

For detailed information on how to successfully fundraise for your CA, reference the Wildrose CA Fundraising Manual. For a typical CA, the following fundraising activities should be planned on an annual basis:

- Two direct mail fundraising letters to current members, current and past donors, and current hard supporters (could be included with other event initiatives by including a donation opportunity to those that cannot participate)
- One higher ticket price fundraising event (dinner, reception, golf tournament, etc...)
- One lower ticket price fundraising event (barbecue, turkey drive, etc...)

Note: fundraising events should be scheduled so as not to occur in close proximity to fundraising events being held in other nearby ridings. Presidents' Forum meetings are a good opportunity to share information about forthcoming fundraising events and to aid in the construction of a regional event calendar listing all Wildrose events in the region.

#### (b) Membership Renewal

At all Wildrose events in the CA, a table for membership sales and renewals should be set up encouraging individuals to either purchase or renew their Wildrose membership. There are two general approaches to membership renewal, depending on the level of organization of the CA:

#### (c) Monthly Renewal Program

On a monthly basis, the CA extracts from AVIS a list of all members whose memberships will lapse in the next 30 days. The CA's Membership Committee then calls each individual member and asks them to renew their membership over the phone.

For those who they are unable to reach, a letter should be generated and mailed to the individual member with a membership renewal form and a return envelope.

(d) Annual Membership Drive

Once a year, the Board assembles and calls all members who have lapsed in the previous year but who have not yet renewed. Memberships are ideally renewed over the phone using a credit card, but for those individuals unwilling to provide their credit card information over the phone, a volunteer driver will immediately drive to the house of the member and collect their money in-person. This approach – commonly referred to as dial-and-drive, requires less ongoing organization than a monthly renewal program, but requires a substantial amount of work over a brief number of days (for example, a single week).

(e) Outreach and Promotions

As part of a CA's goal of reaching out to community members to win more votes in the next election, a Wildrose CA should engage in a number of outreach activities to increase Wildrose's visibility in the community.

(f) Advertising

For Wildrose CAs not currently represented by a Wildrose MLA, the CA should purchase advertising in every local community newspaper or newsletter. These ads are generally inexpensive, and can either invite interested individuals to purchase a Wildrose membership or attend a Wildrose event, or outline the Wildrose position on an important local issue. In CAs represented by a Wildrose MLA, the local MLA should purchase advertising in local publications to promote their services.

(g) Community Events

The CA is encouraged to purchase booths at local festivals and fairs and distribute Wildrose promotional literature. CAs should group together to purchase promotional materials, such as a Wildrose backdrop, which can be communally shared for events within a region. Your local CA Presidents meeting is a good venue to discuss the joint production of Wildrose promotional material.

If the event doesn't allow Wildrose to purchase a booth, or to setup an information table, then members of the Wildrose CA should attend and share the Wildrose position if appropriate. Reaching out to local town councils, Chambers of Commerce, business associations, community leagues/associations, and other local groups helps attract new supporters to Wildrose and raise the profile of Wildrose in your constituency. On a regular basis, CA members should scan community newspapers and newsletters for possible events at which the CA can attend and establish a presence.

(h) Ethnic Outreach

In diverse ridings with significant numbers of new Canadians and visible minorities, the local CA should meet with the community leadership of multicultural and ethnic associations within the constituency. It is important for the CA to develop strong personal relationships with key community figures – for example, invite them to Wildrose events and ask them to share with you their issues and concerns. CAs can also hold community roundtables and invite community leaders to attend and share their perspective on emerging local or provincial issues. It is recommended that the Provincial Director be engaged in such discussions.

(i) Constituent Contact and Growing Support

In many ridings, Wildrose increased its share of the vote dramatically in 2012 as compared to the previous provincial election. It is important to continue growing support for Wildrose in each constituency and maintain a strong Wildrose presence, and many of the tactics used in during the campaign can and should be used between campaign years as they are very effective.

(i) Door-Knocking

Some CAs believe that door-knocking cannot begin until a nominated candidate is in place – this is not the case. Wildrose always has a candidate who can be featured when door-knocking: Wildrose Leader Danielle Smith. Despite not having a candidate in place, voters will appreciate the efforts of the party to listen to their concerns.

(ii) Literature Distribution

The Wildrose Party Office will produce generic literature pieces which can be customized to your local CA. Each CA should distribute at least one piece of Wildrose literature to every home in the riding on an annual basis. This will ensure Wildrose's presence in the riding is maintained, and will make voters more receptive to future Wildrose activities. Create a map for each poll on 8.5" x 11" and keep in a binder. Copy the map for all door-knockers and lit droppers. Collect data gained in AVIS as it is a great reference of understanding support and voter concerns in each area of each constituency between elections so Campaign strategies are effectively designed.

(iii) Telephone Town halls

CAs can hold telephone town halls on important local or provincial topics, hosted by a Wildrose MLA, and where necessary and appropriate, the Leader. The CA should ensure that a request for donations and an issue survey is included in the town hall to identify possible new Wildrose supporters and to help offset the cost of the town hall. The Wildrose Party Office can provide more information about hosting a telephone town hall for your CA.

(j) Data Maintenance

Keeping your AVIS data clean and current will help keep costs down and improve the effectiveness of your voter contact activities. Door-knocking and phoning remain the best ways of keeping your AVIS data current, but a quick and simple thing your CA can do to help keep your AVIS data in good shape is hire an auto-dial company to call through your voter list on an annual basis to ask for voter preferences and eliminate bad phone numbers. This will cut down on future phone costs and identify a batch of new Wildrose supporters who can be solicited for funds and invited to attend events. NOTE: Auto-dials should be used sparingly and only in consultation with the Wildrose Party Office to ensure voters aren't being bombarded with automated calls

(k) Volunteer and Membership Engagement

Most CAs will have access to volunteers identified in the lead-up to and during the last provincial election. These volunteers are a valuable asset for your CA and should be contacted regularly. As well, your CA will have a base of Wildrose members who can be recruited to serve as volunteers, CA Board members, and in other roles. Be sure to always confirm the best method of contact to reach volunteers, as well as specific months of the year they are not available to be of support, if applicable.

(l) Volunteer Appreciation Events

An annual volunteer appreciation event should be established, such as a wine and cheese or a barbecue, to routinely engage volunteers and ensure they are primed for future requests (such as pre-writ door-knocking or literature distribution).

(m) CA Newsletters

The CA should also produce a CA newsletter outlining CA activities and projects, feature columns from party stakeholders such as MLAs, and include notices about upcoming CA events. This newsletter should be sent to all Wildrose members and volunteers, and possibly donors (if appropriate) within the constituency. Ideally, the newsletter will be produced and sent out quarterly, although for CAs with smaller organizations twice a year may be more manageable. The newsletter can be in the form of an email for those that offer an email address. Updating contact information at AGMs is very important for this effort and many others.

(n) Party Business

As a Wildrose CA, there are a number of important functions which must be carried out routinely to comply with legislation and ensure the party maintains a functional presence in your riding. While not all of these events are mandatory (for example, member/supporter town halls are not required either by legislation or the party constitution), they will nonetheless assist your CA in building a robust Wildrose presence in your constituency.

(o) Member Meetings

Periodically, the CA should hold member meetings inviting all Wildrose members in the constituency to attend. One of these member meetings is the CA's AGM, but member meetings can also be held where no party business is conducted, such as a town hall featuring a Wildrose MLA guest speaker. The CA may wish to also invite supporters to attend these meetings as well.

(p) Candidate Search

The primary purpose of the CA is to win a seat for the party to help Wildrose form Government. The right candidate in each riding will help make that vision a reality.

The future of our party and province is literally in the hands of the CAs. Be proud to be a part of a grass roots party and engage in the recruitment process of Nomination Contestants by presenting the opportunity to people that represent the interests of your constituency and the Party effectively.

You have the power to make a difference. Start searching and keep your Provincial Director and the Political Operations Team at the Party Office apprised of your findings.

## 6.2 Sample Annual CA Activity Plan

### January:

- Begin preparation of previous year's financial reports
- President - CA AGM with MLA Guest Speaker
- VP Membership - Member Event: Breakfast, Pub Night, or Reception
- VP Communications – Community Association Leader's Roundtable

### February:

- Compiling, processing, filing and sending of all tax receipts due by end of month
- VP Fundraising - High-end small event (this quarter of the year only those with surplus income attend such events)
- CFO - Confirm that all tax receipts have been prepared and mailed to last year's donors

### March:

- Annual Financial Statement due to be filed with Elections Alberta
- Directors and Officers - Prepare for April Election Campaign Anniversary month by recruiting volunteers

### April – Election Campaign Anniversary month:

- Elections Alberta First Quarterly Report Due (Q1) April 15
- Director - Phone bank or Telephone Town Hall on current issues with Wildrose MLA
- VP Communications - Auto-dial poll to all voters to identify supporters and clean-up bad phone numbers
- Director - Door knock / Lit drop with a fundraising letter to members, donors, and supporters
- Director – Visibility - Honk and Waive on street side one morning near the end of the month
- President - Collaborate with the party and all other CAs to make an impact on Alberta with unified messaging each year
- Board - Attend and/or support the sales of Party events

May:

- VP Communications - CA newsletter sent to members and volunteers
- VP Membership - Follow up with the results of the Campaign month by connecting with identified supporters

June:

- VP Communications - Booth at local community fair/tradeshow

July:

- Elections Alberta First Quarterly Report Due (Q2) July 15
- Director - Volunteer appreciation summer barbecue

August:

- VP – Fundraising Prepare for Golf Tournament

September:

- VP Fundraising and Board - Golf Tournament

October:

- Elections Alberta First Quarterly Report Due (Q3) October 15
- Board - Follow up to Golf Tournament (thank you letters to supporters and attendees)
- Attend and support the Party AGM

November:

- Attend and support regional Remembrance Day services
- Low Price Ticket Fundraiser Annual such as Turkey Drive in advance of Christmas and holiday season

December:

- CA Holiday party and Board appreciation event

### 6.3 Conducting A Successful Meeting

Here are some notes compiled to assist a CA in holding a successful meeting:

- (a) Meetings should be scheduled for the same day and time each month, for one year in advance. Consistency of dates (for example, the first Monday of every month) will improve attendance.
- (b) Have a written agenda, distributed before the meeting if possible.
- (c) The maximum meeting time should generally not exceed two hours. Any discussion thereafter is often non-productive.
- (d) Start on time regardless of who is missing. If you set the precedent, attendees will respond. Everyone's time is valuable and should be respected.
- (e) Adjourn at the scheduled time regardless of where you are on the agenda. If you must go beyond the allotted time, only do so if you get consensus from those in attendance.
- (f) Keep minutes and an action list. The action list should indicate that task to be done, the person responsible for its successful completion, and the determined deadline.
- (g) Run an efficient meeting. Stay focussed on your task. This means it is sometimes necessary for the Chair to curtail long, convoluted responses and to bring people back on track politely but firmly. Also, an effective Chair always

makes sure that whole committee is actively involved in the process. Ensure one or two people do not dominate the discussion. Invite other opinions with questions like “what do you think...”

- (h) Reference Roberts Rules of Order often to ensure all motions are being fairly addressed and debated and a healthy resolution to all matters of debate is achieved.
- (i) Do some brainstorming. New ideas, fresh approaches and innovative thinking should be encouraged. If the matter is not of critical time importance, suggest calling a meeting outside of the Board meeting, offer opportunity to share ideas through email, or call for a Committee to be formed.
- (j) Committee meetings are a great way to offer opportunity for the fine details of any initiative, project, or program to be worked out – not at CA Board Meetings. Committee Chairs (usually an Officer) should bring information forward for approval to Board Meetings, not for lengthy discussion or debate.

#### 6.4 Board Meetings

##### Notice of Meetings of the Association

Great care should be taken to ensure that everyone who is entitled to attend a meeting is notified through appropriate measures. The provisions of Articles 6 and 7 of the *Constituency Association Bylaws* should be carefully followed, with particular attention paid to the number of days of notice that are required for the specific type of meeting.

The Party Executive Committee may grant exceptions the notification rule for specific meetings (e.g.; Candidate Nomination Meetings) as laid out in bylaw, memorandum, or other communication from the Executive Committee.

All Board Meetings should follow the Party Standard Agenda, prepared and distributed in advance by the Secretary under the direction of the President. A crisp, efficiently run board meeting will improve both attendance and success of the Board meeting.

#### 6.5 Standard Wildrose Agenda for CA Board Meetings

1. Call to Order
2. Roll call, Introductions and Declaration of Quorum
3. Approval of Meeting Agenda\*\*
4. Reports
  - a. President
  - b. Chief Financial Officer
  - c. Vice Presidents in order of:
    - i. VP Membership
    - ii. VP Policy
    - iii. VP Fundraising
    - iv. VP Communications
    - v. Secretary
    - vi. Directors
5. Old Business or Business Arising from the Minutes (items carried forward from previous meetings)
6. New Business (items introduced for discussion at current meeting)
7. Other Items
8. Date of Next Meeting
9. Adjournment

\*\*Note: additions can be accepted at the beginning of the meeting but should be presented to the Secretary or President in advance to allow the Board to prepare for the discussion and the President or meeting chair to balance the discussion of all agenda items so as to ensure the meeting is efficient and all who should be in attendance to discuss the matter are informed).

## 6.6 Presidents' Forum Meetings

The purpose of the Presidents' Forum is to discuss matters of common interest and concern, to coordinate multi-CA projects and activities, and to exchange ideas for more effective CA development and administration.

To ensure that such meetings serve a productive purpose, and that they are administered in a consistent manner throughout Wildrose, the following guidelines have been developed. Care should be taken to ensure that these forums do not become unduly structured or formal, or that they become a law unto themselves as it is meant to serve as a support group and allow for open dialogue.

The Presidents' Forum Meetings program is administered by the Political Operations Office through the Provincial Directors. The meeting should be chaired by the Presidents on a rotating basis if the Provincial Director cannot attend. An agenda should be prepared by the Provincial Director or the meeting Chair. It may include items carried over from previous meetings in the group.

The meetings should be attended by the President and/or Vice-Presidents of the participating CAs, or by a designated Board member in their absence. Special guests may be invited, and members of the Executive Committee should be present whenever possible, in the role of observers or resource persons. Outlying CA's not involved in other forums should be invited to attend.

The meetings should be held regularly on a fixed schedule, with such frequency as the forum members may decide.

The location of the meeting should rotate, at the place designated by the President or the Provincial Director who is chairing the meeting.

A note taker should be appointed at each meeting. Brief minutes of significant matters should be detailed. These need not be circulated except by express request.

There are no votes at a President's Forum Meeting. A vote implies the democratic concept where the minority must submit to the will of the majority. Any CA should feel free to be in or out of any joint project presented, with the final decision being made by the CA's Board. The Presidents' Forum has no authority over any CA or their expenditures.

There should be no expense involved in the operation of a Presidents' Forum other than the nominal cost of distribution of agendas which should be an expense to the Provincial Director or the "host" CA. The finances of all joint ventures should be handled by a sponsoring or "host" CA, with a direct transfer of funds to that account from the other participating CAs. As a result, the Presidents' Forum cannot have its own bank account.

Policy matters only should be discussed and developed within the CA, not by this forum/meeting.

## 6.7 Things To Know When Organizing A Public Political Meeting

Public political meetings reflect the competence or incompetence of the party sponsoring them. If a political party can't organize and run a public meeting properly, why should the public believe that such a group could run the province?

Meetings should not be held simply for the sake of "holding a meeting". They should be held to stimulate some sort of action (membership sales, contribution of funds, acceptance and distribution of literature, volunteering of services, voting support, communication, etc.).

## 6.8 Flag Protocol

Large Canadian and Alberta flags are very important. They provide a good back-drop behind a podium and demonstrate in a visual way that we are proud Albertans and engaging the public with a democratic political process. Banners are also important to identify the meeting as a Party meeting. Flags and banners show up well on TV. Never mount flags or signs with sticky tape because as the room temperature rises, the adhesive will soften – use tacks or pins.

(a) When flying on a flagpole:

The Canadian Flag always takes precedence and has its own rope  
Next should be the provincial flag  
Followed by the organization's flag

(b) The Canadian Flag:

Must be the same size or larger

Always occupies the highest point

Always raised or lowered first or in unison, if not already in position

It is politically correct to fly a Canadian flag above an organization's flag

(c) On the Floor:

The national flag of Canada should be on the left of the observer facing the flags

(d) Vertically on the Wall:

The upper part of the leaf is to the left of the observer facing the flags

(e) National Anthem

If at all possible, open the meeting with O' Canada – and do it well. If the Chair is uncomfortable in leading the singing, get someone who is comfortable and capable. Know the words, and if you think the audience doesn't know the words, have them printed up and distributed. If possible, play the instrumental music of the National anthem through an audio source or live.

(f) Meeting Proceedings

Use a qualified Chair, one who has a proven successful track record. It is a mistake to use a novice or someone who is not comfortable in front of crowds. Don't assign this important role to someone "just to have him/her involved". The choice of Chair is one of the most critical decisions to be made. The sound system is extremely important. If people can't hear the speaker, the entire purpose of the meeting may be lost. Check the microphones before the meeting.

Don't spend too much time on introductions, business, etc... In the majority of cases, people are there to hear the feature speaker, not the preliminaries.

Keep the engagement positive. Avoid criticisms of political opponents; state "what we are for"; not what "we are against".

Control the subjects to be addressed. Be aware of what the speaker is going to say. Avoid controversial speakers even if they do draw large crowds.

The Chair must control the meeting. Do not permit grandstanding or unduly long or inappropriate questions from the floor. Question periods are more lively and productive if someone starts the question period with productive information-seeking questions. Members should be prepared to help start the question period if others are slow to participate. Members should also be willing to participate in question periods as moderators, for example, if someone from the audience makes an extreme statement, someone else should get up quickly and politely suggest that the question/remark does not represent Wildrose's policy (rather than leaving it to the speaker). Question periods are controlled by having control of the microphones. The microphones at the head table should never be surrendered to an unknown speaker.

(g) Fill the Room

Few public meetings are successful without advertising. Sample ad formats and news releases for advertising public meetings are available from the Party Office. In advertising the meeting, do not neglect telephoning and personal contact. It is essential to get our own people out. Signs in Communities serve as a successful tool in gathering public.

Don't book too large a room, particularly if this is the first Party meeting in a community. It is far better to pack a small meeting room than to have too few people in a large one. Try to book an expandable room, where a second or third section can be opened if necessary. Also, don't put out too many chairs, have more available to bring out once the first seats are taken.

Occasionally, meeting attendees may feel self-conscious about clapping or cheering during the event. Experienced members should take a leadership role and initiate clapping and cheering where appropriate.

Consider bands or other appropriate music to add hype and generate interest.

## 6.9 Opportunities at Political Public Meetings

Don't forget to invite the media through the consultation of the Party. Be sure to reserve a separate spot for the media and their equipment at the front and to one side. If an important guest speaker is coming, arrange for media interviews before the meeting if possible, leaving the post-meeting period free for the speaker to meet the attendees.

Have no hesitation about making a financial appeal at public meetings. Not only do people expect it, but many will be surprised if you don't. It should be short and direct. Appeals for funds, memberships, and/or volunteers should generally be made following the main speaker (who has provided the information and incentive the audience requires to generate enthusiasm about the Party). Sample fundraising "pitches" are also available from the Party office. Use a separate person for this.

People selling membership and manning the literature tables should be friendly and persuasive (ideal volunteers are those with Door knocking training). Smile, and encourage people to look over materials and join the Wildrose Party if they are so inclined. Set up many table for selling memberships and receiving contributions as people likely won't wait in line for long periods of time.

Most Importantly:

- Be flexible.
- Be creative.
- Make your meeting the best political meeting ever held in your area.
- And to make sure its even better next time, do a critique after each meeting, and review it when planning the next meeting.

## Section 7 WILDROSE POLICY ON DEALING WITH TROUBLESOME MEMBERS

The CAs have the right and responsibility to run their own affairs, and should do so by applying principles of fairness and good government, while respecting and upholding the individual's personal rights and freedoms. While Boards may look to the Party office for guidance, they should not ask the Party office to discipline CA members until and unless the matter has been dealt with to the degree possible at the CA level.

It is not proper that one troublesome member be permitted to stall a CA's growth, or to continually disrupt its proceedings. This often happens when a problem is not addressed in a timely and proper fashion by the Board. While the Board should not feel duty-bound to move on every indiscretion or trivial wrong that occurs, if a member undertakes a course of action that is severely disruptive to the CA's operation and growth it is the Board's responsibility to resolve this problem. As well, if the action is believed to be obviously harmful to the Party, and particularly if it involves injurious public statements or appearances being made or given by the member, it is the responsibility of the Board to act on the matter in the first instance.

Where a CA has a member who is causing problems, and the Board is unable to resolve the situation after repeated attempts, a Board may choose one of two extreme courses; either to do nothing, or to recommend to Executive Committee the offender's membership be revoked.

The following are some alternatives, listed in order of increasing severity, which the Board may want to consider in dealing with troublesome members:

- Take no action, particularly if it is an isolated or unimportant event
- Verbally caution the member that his/her actions are causing problems
- Send the offending member a letter of disapproval, to put the matter on record, and the member on notice – the letter should be drafted in conjunction with the Provincial Director and the Party office
- Formally reprimand the offender at a meeting of the Board, to which the member has been invited, and indicate that further severe action will be taken if the problem continues
- If it is an Executive Officer or a Director, he/she may be removed following the process detailed above.



**ELECTION FINANCES AND CONTRIBUTIONS DISCLOSURE ACT**  
**REGISTRATION OF A CONSTITUENCY ASSOCIATION**

INITIAL REGISTRATION       UPDATE TO REGISTRATION

OFFICE USE ONLY

<b>NAME OF REGISTERED POLITICAL PARTY / NAME OF ELECTORAL DIVISION</b>				<b>ED No.</b>
<b>CHIEF FINANCIAL OFFICER (CFO) Name</b>				<b>Phone No.</b>
<b>Cell No.</b>				<b>Fax No.</b>
<b>Address</b>				
<b>City</b>	<b>Prov.</b>	<b>Postal Code</b>	<b>Email</b>	
	AB			
<b>PRINCIPAL OFFICER (PRESIDENT) Name</b>				<b>Phone No.</b>
<b>Cell No.</b>				<b>Fax No.</b>
<b>Address</b>				
<b>City</b>	<b>Prov.</b>	<b>Postal Code</b>	<b>Email</b>	
	AB			
<b>LOCATION RECORDS ARE MAINTAINED AND COMMUNICATIONS ADDRESSED (IF OTHER THAN CFO'S ADDRESS)</b>				
<b>Name</b>				<b>Phone No.</b>
<b>Cell No.</b>				<b>Fax No.</b>
<b>Address</b>				
<b>City</b>	<b>Prov.</b>	<b>Postal Code</b>	<b>Email</b>	
	AB			
<b>FINANCIAL INSTITUTION Name of Institution</b>				
<b>Address</b>				
<b>City</b>	<b>Prov.</b>	<b>Postal Code</b>	<b>Phone No.</b>	<b>Fax No.</b>
	AB			
<b>Name of Signing Officer 1</b>			<b>Name of Signing Officer 2</b>	
<b>ASSETS AND LIABILITIES (CHECK THE APPROPRIATE BOX BELOW)</b>				
<input type="checkbox"/> I certify that there are no Assets and/or Liabilities to report as of the filing of this application.				
<input type="checkbox"/> Assets and Liabilities exist as reported on the attached "Statement of Assets and Liabilities" (form available on-line).				
_____			_____	
<b>Printed Name of Chief Financial Officer</b>			<b>Signature of Chief Financial Officer</b>	
_____			_____	
<b>Date</b>			<b>Date</b>	
<b>ENDORSEMENT</b>				
<b>FOR INITIAL REGISTRATION OR RE-REGISTRATION (Authorized Political Party Representative or Independent M.L.A.)</b>				
_____			_____	
<b>Printed Name</b>			<b>Signature</b>	
_____			_____	
<b>Date</b>			<b>Date</b>	
<b>FOR UPDATE TO EXISTING REGISTRATION (Authorized Constituency Association Executive Member)</b>				
_____			_____	
<b>Printed Name</b>			<b>Signature</b>	
_____			_____	
<b>Date</b>			<b>Date</b>	
<b>ACCEPTANCE BY THE OFFICE OF THE CHIEF ELECTORAL OFFICER (ELECTIONS ALBERTA)</b>				
_____			_____	
<b>Authorized Signature</b>			<b>Date:</b>	
_____			_____	
<b>NOTE:</b> Where there is any change in the above mentioned information, the registered constituency association shall notify the Chief Electoral Officer in writing within sixty (60) days of such change by submitting a completed Registration form.				
<b>FORWARD SIGNED ORIGINAL TO THE OFFICE OF THE CHIEF ELECTORAL OFFICER</b> Elections Alberta Suite 100, 11510 Kingsway NW, Edmonton, AB T5G 2Y5 (780) 427-7191				<b>OFFICE USE ONLY</b>
<b>NOTE: FAXED OR SCANNED COPIES ARE NOT ACCEPTED - ORIGINAL FORM ONLY</b>				<b>ENTERED:</b>



**ELECTION FINANCES AND CONTRIBUTIONS DISCLOSURE ACT**  
**STATEMENT OF ASSETS AND LIABILITIES**

AS AT \_\_\_\_\_  
Day / Month / Year

OFFICE USE ONLY

<b>NAME OF REGISTERED POLITICAL PARTY / NAME OF ELECTORAL DIVISION</b>	<b>ED No.</b>
--	---------------

ASSETS

LIABILITIES

- ① Cash on Deposit \$ \_\_\_\_\_
- ② Petty cash & other funds \_\_\_\_\_
- ③ Accounts receivable \_\_\_\_\_
- ④ Bonds, Stocks and Securities \_\_\_\_\_
- ⑤ Other assets at cost (provide details below)  
\_\_\_\_\_

- ⑦ Funds on loan (provide details) \$ \_\_\_\_\_
- ⑧ Accounts payable to suppliers \_\_\_\_\_
- ⑨ Debts incurred but not yet billed \_\_\_\_\_
- ⑩ Other liabilities (provide details below)  
\_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

⑥ TOTAL ASSETS (sum of lines 1, 2, 3, 4, and 5) \$ \_\_\_\_\_

⑪ TOTAL LIABILITIES (sum of lines 7, 8, 9, and 10) \$ \_\_\_\_\_

⑫ Surplus (Deficit) (difference between lines 6 and 11) \$ \_\_\_\_\_

**ATTESTATION OF THE CHIEF FINANCIAL OFFICER**

I, (Print Name of CFO) \_\_\_\_\_ have prepared the above Statement of Assets and Liabilities and hereby declare that to the best of my knowledge and belief the Assets and Liabilities are correctly set out herein.

\_\_\_\_\_  
Signature of Chief Financial Officer

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of Principal Officer

\_\_\_\_\_  
Date

**ACCEPTANCE BY THE OFFICE OF THE CHIEF ELECTORAL OFFICER (ELECTIONS ALBERTA)**

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

**FORWARD SIGNED ORIGINAL TO THE OFFICE OF THE CHIEF ELECTORAL OFFICER**  
Elections Alberta Suite 100, 11510 Kingsway NW, Edmonton, AB T5G 2Y5 (780) 427-7191  
**NOTE: FAXED OR SCANNED COPIES ARE NOT ACCEPTED - ORIGINAL FORM ONLY**

OFFICE USE ONLY  
**ENTERED:**



**ELECTION FINANCES AND CONTRIBUTIONS DISCLOSURE ACT**

**CONSTITUENCY ASSOCIATION  
ANNUAL FINANCIAL STATEMENT**

OFFICE USE ONLY

chief electoral office

JANUARY 1, 20 \_\_\_\_\_

to DECEMBER 31, 20 \_\_\_\_\_

PAGE 1 OF 2

<b>Name of Registered Political Party / Name of Electoral Division</b>	<b>ED No.</b>
--	---------------

**SUMMARY OF ANNUAL REVENUE**

	<u>Valued</u>	<u>Money</u>	<u>Totals</u>
<b>RECEIPTED CONTRIBUTIONS</b>			
① Contributions of \$375.00 or less	\$ _____	\$ _____	\$ _____
② Contributions of \$375.01 and greater	_____	_____	_____
③ TOTAL (lines 1 and 2)	_____	_____	\$ _____
<b>FUND-RAISING &amp; OTHER INCOME</b>			
④ Fund-raising functions	_____	\$ _____	\$ _____
⑤ Other income	_____	_____	_____
⑥ TOTAL (lines 4 and 5)	_____	_____	\$ _____
<b>TRANSFERS RECEIVED</b>			
⑦ Registered Party	\$ _____	\$ _____	\$ _____
⑧ Registered Constituency Association(s)	_____	_____	_____
⑨ Registered Candidate(s)	_____	_____	_____
⑩ TOTAL (lines 7, 8 and 9)	_____	_____	\$ _____
⑪ <b>TOTAL ANNUAL REVENUE</b> (lines 3, 6 and 10)	\$ _____	\$ _____	\$ _____

**SUMMARY OF ANNUAL EXPENSES**

	<u>Valued</u>	<u>Money</u>	<u>Totals</u>
<b>OPERATING EXPENSES</b>			
⑫ Expenses Related to Annual Operations	\$ _____	\$ _____	\$ _____
⑬ Expenses Related to an Electoral Event	_____	_____	_____
⑭ TOTAL (lines 12 and 13)	_____	_____	\$ _____
<b>TRANSFERS ISSUED</b>			
⑮ Registered Party	\$ _____	\$ _____	\$ _____
⑯ Registered Constituency Association(s)	_____	_____	_____
⑰ Registered Candidate(s)	_____	_____	_____
⑱ TOTAL (lines 15, 16 and 17)	_____	_____	\$ _____
⑲ <b>TOTAL ANNUAL EXPENSES</b> (lines 14 and 18)	\$ _____	\$ _____	\$ _____

**ANNUAL SURPLUS (DEFICIT)**

	<u>Totals</u>
⑳ <b>TOTAL ANNUAL REVENUE</b> (line 11)	\$ _____
㉑ <b>TOTAL ANNUAL EXPENSES</b> (line 19)	\$ _____
㉒ <b>ANNUAL SURPLUS (DEFICIT)</b> (line 20 less line 21)	\$ _____

**CONTINUED ON PAGE 2...**

## **APPENDIX “D” – GUIDELINES FOR CA EXPENDITURES**

1. The Board of the Constituency Association (CA) may authorize expenditures of CA money, subject to ratification by the Board at its next meeting.
2. Individual Board members should not be given discretionary spending authority. Rather, the Board should authorize necessary expenses on a per-item basis through a majority vote. The Board should then have those expenditures ratified by the Board of Directors at its next meeting.
3. Anyone who incurs authorized expenses should retain their receipts and complete an Expense Claim Form (see Appendix “E”). The receipts and completed form should then be submitted to the CA’s Chief Financial Officer for reimbursement.
4. CA’s are encouraged to develop an annual budget, broken down first by Officer, then by activity. Once the budget is approved by the Board, it is used by Officers to determine their plan of action to execute their responsibilities.
5. The CA’s Chief Financial Officer must always be aware of any decisions to incur expenses or spend CA funds approved by the Board.
6. To ensure the sound financial management of the CA and to comply with the standards set by most financial institutions, all cheques issued by the CA, including expense reimbursement cheques should be signed by two authorized signing officers for the CA, one of whom must be the Chief Financial Officer.



## APPENDIX “F” – SAMPLE CA ANNUAL BUDGET, NON-CAMPAIGN YEARS

A CA Budget allows an organized Constituency Association to plan for anticipated expenditures and approve funding in advance. It is generally not feasible to budget for every eventuality, and many activities will require specialized funding as approved by the Board. However, for those expenditures that occur on a regular basis, a budget can be a useful document that provides structure for a CA.

### Projected Revenue

Share of Membership Renewals (\$5.00 x 140 memberships)	\$700.00	
Individual Donations and \$20.16 Club Members		\$4,000.00
Net Funds from Fundraising Events		\$15,000.00
Shared fundraising from the Party	\$1,500.00	
<b>TOTAL REVENUE</b>		<b>\$21,200.00</b>

### Projected Expenses

Administration		
Facility Rental		\$1,500.00
Professional/Bank Fees		\$500.00
Stationery/Office Supplies	\$200.00	
Social/Hospitality/Volunteer Appreciation	\$1,000.00	
Processing payments through PayPal		\$300.00
<b>Total Administration Costs</b>	<b>\$3,500.00</b>	
Fundraising		
Stationery		\$1,500.00
Postage**		\$1,500.00
**avoid this cost by using volunteers to lit drop		
<b>Total Fundraising Costs</b>	<b>\$3,000.00</b>	
Fundraising events are self-financing and hence unbudgeted		
Election Readiness		
Conference Costs		\$1,000.00
<b>Total Election Readiness Costs</b>	<b>\$1,000.00</b>	
Membership		
Stationery		\$500.00
<b>Total Membership Costs</b>	<b>\$500.00</b>	
Communications		
Website Costs		\$500.00
Advertising		\$1,000.00
<b>Total Communications Costs</b>	<b>\$1,500.00</b>	
<b>TOTAL EXPENSES</b>	<b>\$9,500.00</b>	

MONEY BANKED FOR CAMPAIGN WAR CHEST ANNUALLY \$11,700.00

## **APPENDIX “G” – CHIEF FINANCIAL OFFICER FILING REQUIREMENTS**

During the course of a year, a CA’s Chief Financial Officer is required to file a number of forms with Elections Alberta. Most of these forms need to be filed on an annual basis as part of the CAs regular reporting requirements. The following is a summary of filings and deadlines required to be met by Chief Financial Officers:

### Constituency Association Registration Form (Appendix A)

Deadline: Varied

Purpose: Required for the registration of a Wildrose Constituency Association. Until the Constituency Association is registered, it is not eligible to accept donations or issue tax receipts to donors. This form is also required if and when the CA changes its principal directors (the President or CFO).

### Constituency Association Statement of Assets and Liabilities (Appendix B)

Deadline: Varied

Purpose: Required for the initial registration of a Wildrose Constituency Association. The Constituency Association Statement of Assets and Liabilities is a financial snapshot of the CA’s financial position at the time of registration.

### Constituency Association Annual Financial Statement (Appendix C)

Deadline: Annually by March 31<sup>st</sup>

Purpose: In order to maintain its status as a registered Constituency Association, each CA must file an annual Constituency Association Annual Financial Statement with Elections Alberta. These Financial Statements should first be forwarded to the Wildrose Party office for staff review by March 1<sup>st</sup> before submission to Elections Alberta to ensure the information contained in them is correct.

### Constituency Association Contribution Tax Receipts

Deadline: Annually by approx. February 15<sup>th</sup> (deadline of February 28<sup>th</sup>)

Purpose: Provided to individual donors who made donations to the Constituency Association in the preceding calendar year. These tax receipts are necessary for donors when completing their annual tax filings, and should be provided to them prior to the February 28<sup>th</sup> deadline. A target distribution date of February 15<sup>th</sup> is appropriate.

NOTE: A number of helpful guides and checklists are available from the Wildrose Party which provide more detailed information for Chief Financial Officers and CAs who are completing their required filings. Please contact the Political Operations office to obtain copies of these guides and checklists.

## APPENDIX “H” – SUMMARY OF CA DONATION LIMITS AND TAX CREDIT INFORMATION

Constituency Associations are limited by legislation in the amount they may receive in the form of monetary and non-monetary donations from any single donor.

**Most CAs grossly underutilize their ability to provide valued contribution receipts for non-cash contributions.**

**Note that donations in the aggregate over \$250 will be disclosed quarterly and published by Elections Alberta.**

In any calendar year, contributions to a registered Constituency Association by any person, corporation, trade union, or employee organization shall not exceed:

- \$1,000 to any one registered Constituency Association, and
- \$5,000 in the aggregate to the registered Constituency Associations of each registered Political Party

NOTE: Constituency Associations shall not accept contributions during an election campaign period, which commences with the issuance of the writ of election and ends two (2) months after polling day.

*A comprehensive guide to the Election Finances and Contributions Disclosure Act is available from Elections Alberta.*

Summary of Political Contribution Tax Credits:

Amount Contributed	Available Tax Credit	Maximum Credit	Cumulative Amount
Up to \$200	75%	\$150	\$150
Next \$900 (\$201 to \$1,100)	50%	\$450	\$600
Next \$1,200 (\$1,101 to \$2,300)	33.3%	\$400	\$1,000
Over \$2,300	Nil	Nil	\$1,000

Example:

Jane donates \$700 to her local Wildrose Constituency Association – based on the above information, her tax credit would be:

$$\$200 \times 75\% = \$150$$

$$\$500 \times 50\% = \$250$$

Total tax credit on a \$700 donation would be \$400.

NOTE: Contribution limits to the provincial party are higher than for local CAs. For information on tax credits for donations to the provincial Wildrose Party, please contact the Party Office.

## APPENDIX “I” – SAMPLE ANNUAL MEMBERSHIP GROWTH PLAN

Membership Recruitment Activity	Members
1. Every Board member will recruit at least one new member per quarter (10 members x 4 quarters) – All Board Members	40 Members
2. Invoice active membership before membership expires (retention only) – CA VP Membership with Committee Support	0 Members
3. Phone lapsed members every April– Membership Chair organizes phoning committee prior to each renewal campaign	20 Members
4. Set up booth at annual events – VP Fundraising and VP Communications	20 Members
5. Recruit members from key organizations and associations (Board of Trade, Rotary, Teachers’ Association, Rate Payers’ Association, City Council, Royal Canada Legion, Ministerial, etc...)	20 Members
6. Door knocking and Lit Drop results	30 Members
7. Unsolicited Membership	10 Members
Total Membership Annual Growth	140 Members
Nomination Campaigns and Nominating Committee	60 Members
Members lost (moved, deceased, cancelled)	-40 Members
Starting Membership Total	150 Members
2016 Membership Total	310 Members