Twitter Thread by parityyeg

parityyeg
@ParityYEG

Last night, @gisellegeneral requested a list of inexpensive or free businesses and resources for candidates who are looking to keep moving their campaigns forward, even if money is tight right now.

Below is a SUPER THREAD! #yegcc

Graphic design: Canva for social media and Venngage for infographics. Both have free versions with some limitations.

Social media management: Hootsuite is most popular, and at $30/month for the entry level version, not too pricey. Buffer is also reasonable ($15/month) and Later is free, but we don't have as much experience with these two platforms, so let us know how they are if you use them!

Website: We use Wix for our website, which is easy to use and offers domain options as well. Wordpress is also a good option.

Both of these offer free or low cost options, but you may want to upgrade your package once the campaign gets into swing to get better site analytics!

Databases: Lots of campaigns rely on Excel or Google sheets. Both will merge with your web platform easily. Excel and Google are more work to update but can be more flexible than your NationBuilders.

Whatever you choose, good data security is a must!

Software for Budgeting: Wave has a free version that is pretty good for simple accounting and can be upgraded for credit card payments.

If you are just looking for simple budgeting, Excel has been the friend to many a campaign!

Banking and account types: This one we aren't as familiar with! As a candidate accepting donations, you'll need an account set up in your name - if anyone has suggestions on good personal banking accounts for this use, hit us up!

Venues for physical meetings: Will depend a good deal on your Ward. Community leagues, EPL, Recreation centres, post-secondaries, the YMCA/YWCA all offer room rentals with a variety of rates. If you have a friend with a local business, ask them to use it for meetings after hours!

Affordable #yegbiz for printing material: As @bridgegeek_yeg suggested last night, @RatCreekPress is a good option. College Copy and ABC Press also come recommended!

PPE for doorknocking: This one is new for us too! We couldn't find free PPE, but we did find https://t.co/RaUngzN16d as an option - can't attest to quality though. Masks are also available cheaply on Amazon (we know, we know) for between $7-20 for a pack of 50.

Lots of local print shops and screen printers are also offering custom cloth masks at pretty reasonable rates, which could be a cute and necessary piece of campaign swag!



Getting nomination signatures: @gisellegeneral 's strategy of putting the call out online seems to have been effective, though we're sure it was a lot of work to set up all those meetings! If that seems too daunting, don't stress.

You have until September to get your signatures together, and candidates often start campaigning before they have filed their paperwork, so you don't need to pressure yourself to get that done ASAP.

Once public health restrictions lift a little, you can meet community members in more traditional ways: doorknocking, at community hot spots, or at events.

Don't forget a fundraising ask! If someone will sign your nomination papers, they might also be willing to donate!

That's our megalist! If you have suggestions for free or low cost options in any of these areas, or any other element of campaigning, drop it in a comment■