



MUNICIPAL ELECTIONS CANDIDATE GUIDE



INTRODUCTION

The Newfoundland and Labrador general municipal elections will happen on October 2, 2025. For the first time, Local Service Districts will also elect their local committees on this day as well. This guide is specific to elections happening in municipalities. For more information on the processes and deadlines for Local Service Districts committee elections, please refer to [this document instead](#).

This guide provides a brief overview of what you need to know as a municipal election candidate, or potential candidate ahead of the elections. It assumes that you have decided to run or are seriously considering running in the local elections. It is important that you are aware of all deadlines and important information with respect to your nomination, and your campaign.

There are a few key things to keep in mind as you head out on this journey:

1. Your campaign presentation is important to your success.
2. Advance preparation is essential — get as much done before the official campaign period as possible.
3. Organization beats money — a well-run campaign can overcome limited funds or name recognition.

Here is what you need to know:

NOMINATIONS

Individual municipalities will hold their own nomination day or day(s). Legislatively, they are required to post the day or day(s) as early as August 25 or as late as September 1. Many have already published the date(s). It is up to you as a candidate to know when candidate nominations are happening in your municipality, and what is required. Most towns and cities have either a website or a Facebook page on

which they will publish this information. If you have trouble finding the information online, you should call the Town or City Office.

Nomination forms can be found [here](#). You must be prepared to declare the following:

1. You are a Canadian citizen who is 18 years of age or older;
2. You have been ordinarily resident in the municipality or area for at least 30 days before the date set for the commencement of the nomination period;
3. You are not in arrears of taxes or other charges payable to the municipality; and
4. You are not otherwise disqualified under the Municipal Elections Act.

If you are not sure whether you are eligible to run, this [FAQ](#) document is helpful. NOTE: To be nominated, potential candidates must not be in arrears of taxes or other charges payable to the municipality. See above. This includes if you pay your taxes through your banking institution as part of a mortgage or other arrangement. All taxes must be paid at the time of nomination.

CAMPAIGNS

Campaigns can begin, and have begun, before candidates are officially nominated. There is no specific rule about when you can start your campaign. Individuals should be aware, however, that they are not officially candidates until they have successfully completed the nomination process.

With respect to where and how campaign materials appear (whether physical signage or online advertising), The [Municipal Elections Act](#) stipulates on neither. The exception to this is section 36(2) of the Act, which states:

On election day, a candidate or his or her agents shall not campaign or distribute or cause to have distributed campaign materials in an area that is less than 30 metres from the entrance to a polling station.

As a candidate, you must also confirm whether the municipality in which you are running has any additional campaign stipulations with respect to signage or otherwise. Some municipalities have by-laws related to municipal elections.

For example, the [City of St. John's Election page for candidates](#) outlines that election sign placement is guided by the St. John's Sign by-law. If you are unsure about any additional campaign regulations, you can ask this question to the Returning Officer and/or Clerk in your municipality.

CAMPAIGN BUDGETING AND EXPENSES

The [Municipal Elections Act Sections 67 to 67.3](#) outlines the framework for campaign contributions, and processes related to reporting campaign contributions. All candidates should be aware of these rules and should also inform themselves as to whether there are additional campaign contribution regulations that pertain to the municipality in which they are running. For example, election expenses in St. John's are also guided by the Election Finance By-law and there are election expenditure caps there. If you are unsure about any additional campaign finance regulations in your municipality, you can ask this question to the Returning Officer and/or Clerk.

Campaign contribution and disclosure information can also be found in the final section of the [Municipal General Elections Guide for Officials](#), available from the Department of Municipal Affairs and Community Engagement.

The section notes:

Within 90 days of their election, elected candidates in a municipal election must file with the Returning Officer, either:

- [MEF-19A](#) Oath or Affirmation of Campaign Contributions (Money, Goods, or Services) Disclosure Where Individual Contributions Exceeded \$100.00, or
- [MEF-19B](#) Oath or Affirmation of Campaign Contributions (Money, Goods, or Services) Disclosure Where Individual Contributions Did Not Exceed \$100.00.

All contributions of money, goods or services received by a candidate with a value of over \$100.00 (or another amount if prescribed in a municipality's regulations) must be declared and counted by a candidate when reporting on campaign contributions received.

Any goods or services contributed to a campaign in-kind (e.g., printing, signage, office space, advertising) must be included by candidates when reporting on campaign contributions, depending on their total value. To value any goods or services received, one must use the equivalent lowest market value of the goods or services received as if they were sold.

It is recommended that candidates consider their campaign strategy in terms of how they want to reach voters, and build their campaign budgets upon that, while also keeping in mind any additional regulatory expense stipulations that their municipalities may have in place. Some of the key strategies that candidates often use for reaching voters include:

- Door-to-door canvassing
- Literature distribution.
- Signs/posters.
- Public appearances.
- Fundraisers.

YOUR VOTERS LIST

Municipalities have been updating their voters list over the summer. Voters lists must be completed by September 2. Upon nomination, candidates can access the voters list in their municipality. Please note that the voters list does not include phone numbers, only civic addresses and names. The work of identifying your supporters from this list is the work of your campaign team. Populating any information with additional details like phone numbers to reach your supporters on election day to get the vote out is the responsibility of your campaign.

YOUR CAMPAIGN TEAM

As a candidate, it is important to have a team to support you and to ensure that things get done!

There are a few key roles to consider ensuring that you have on your core organizing team:

- Campaign Manager (key coordinator).
- Financial chair/treasurer/fundraiser
- Volunteer coordinator (door to door and otherwise).

- Election day coordinator.

Once you have these roles in place, you can begin to build your team of volunteers to support getting the word, and the vote out! To find volunteers:

- Map out circles of contacts: relatives, neighbors, friends, community groups.
- Ask directly; many non-political people will help if approached.
- Don't assume someone won't help — let them decide.

A campaign headquarters is optional. It's useful for visibility but it costs money. Your living room, or garage will also be just fine!

VOTING AND ELECTION DAY

The goal of your campaign team is to get the vote out on election day. Be sure to have your campaign team, and volunteers, ready to call supporters to ensure that they voted, or to offer rides. Municipalities do offer advance polling days so be sure to check when that may be.

If your municipality is availing of a vote by mail option as well, be sure to know how this works so that your campaign team can also share that knowledge with residents, and your supporters!

RESOURCES

[Municipal Monday Campaign Episode](#)

[Municipal Monday Legislative Episode](#)