

Guide to Manage a Campaign

To Elect Members of the

Nunavut Legislative Assembly



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Contact Elections Nunavut for information in any of Nunavut's official languages.



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Introduction

This Guide is a summary of parts of the *Nunavut Elections Act*—the laws to elect Members of the Legislative Assembly. Campaign Managers and other campaign workers must use and follow this Guide, but it does not replace the laws.

The Guide has the following information:

- Who can and cannot be a candidate.
- What candidates must do, when and how to do it.

The Guide has information about general elections and by-elections. Most of the laws are the same for both. The Guide clearly shows where the laws are different for a by-election.

Elections Nunavut has other information that candidates may find useful:

- Guide for Financial Agents
- Guide for Candidates
- Guide to the Nunavut Elections Act
- Constituency Maps

Contact Elections Nunavut for copies of these documents, in any of Nunavut's Official languages.

Recap from 2021 General Election

The Following amendments were made to the *Nunavut Elections Act* for candidates and voters in the 2021 General Election.

Local Time to be used on Election Day

The polls will now be open on Election Day from 9 am to 7 pm local time in every community.

Introduction of a Future Voters List

16 and 17 year-olds can now register to vote (they will still have to wait until they turn 18 to vote).

Rules for Members of Municipal Council who want to run

Mayors or councillors who wish to become a candidate in an MLA election must take leave from their position on council.

Expand Emergency Voting

The use of emergency voting (telephone voting) has been expanded to allow for those who are unable to vote on Election Day because of an unexpected absence.

Elimination of Proxy Voting

By expanding emergency voting, anyone who may have voted by proxy can now vote by emergency voting. Proxy voting will no longer be available.

Deadline for Special mail-in ballot applications

To ensure ballots can be processed, delivered, and returned on time, the deadline for applying for a mail-in ballot is 7 days before Election Day.

Exception for Audit Requirement

Audits will not be required if the candidate received less than \$500 in contributions and spent less than \$500 on their campaign.

Limit on total amount of Anonymous Contributions

A Financial Agent cannot accept more than \$2,500 in total anonymous contributions.

Clarify when an account needs to be opened by the Financial Agent

A Financial Agent must open an account before receiving contributions, and no later than 21 days before Election Day.

What's New for the 2025 Territorial Elections

Residency

A person does not lose residency status if they move for temporary employment, or for the purpose of medical treatment/care facility, whether inside or outside Nunavut.

Prisoners confined to a penal or correctional institution, can select a place of residence whether inside or outside Nunavut.

Declaration of Candidacy

The declaration of candidacy can be filed at any Returning Office location that is designated by the Chief Electoral Officer.

Information to candidates

Three days before Election Day, the returning officer shall provide a list of early voters to candidates.

Constituency Boundaries

Eight Constituency Boundaries have been amended, the new lines affect these following communities:

- > Iqaluit
- Igloolik
- Arviat

Maps can be found on the Elections Nunavut website.

The new boundary maps are effective September 22, 2025

Privacy and the Voters List

Elections Nunavut takes the privacy and security of voter information seriously.

All candidates in the General Election who request a voters list within the prescribed time will receive a copy of the voters list for their constituency. The candidate will be required to sign a privacy policy form indicating that they will use the voters list only during the election period.

After the election, the candidate is legally responsible for destroying the voters list or returning the voters list to the Returning Officer. Paper and electronic copies must be destroyed.

The Election Period

The election period starts 35 days before Election Day and ends on Election Day.

The post-election period is 60 days after Election Day.

In a general election, the pre-election period starts 90 days before the writ is issued and ends when the CEO issues the writ.

In a by-election, the pre-election period starts when the date of the election is announced and ends when the CEO issues the writ.

Candidates and Financial Agents must meet strict deadlines during the election and post-election period.

Election period calendar

Important Dates	What happens on that day	
June 24	Pre-election period starts.	
September 22	Chief Electoral Officer sends the writ to each returning officer (RO). Each RO posts it in their office.	
	First day a person can file a declaration of candidacy.	
	First day a person can apply for a special mail-in ballot.	
September 23	Elections Nunavut sends a Voter Information Card (VIC) to every voter on the voters list.	
September 26	Deadline to file a declaration of candidacy, 2 pm local time.	
	Deadline to withdraw declaration of candidacy, 5 pm local time.	
October 13	First day that a voter can vote at the returning office from 12 to 7 pm local time.	
October 20	Mobile Poll in all communities from 9 to 11:30 am local time.	
	Advance vote from 12 to 7 pm local time.	
October 23	Last day that a voter can vote at the returning office from 12 to 7 pm local time.	
October 27 Election Day	Elections Nunavut must receive Special ballots by 5 pm local time.	

Post election period calendar

Important Dates	What happens on that day	
10 days after Election Day	Candidates must remove all campaign materials.	
After Election Day	Candidates and financial agents must complete and file the campaign financial return within 60 days.	
	Candidates must destroy all copies of the voters list that they received or return them to the Returning Office.	

Campaign Manager

The campaign manager coordinates the campaign.

The *Nunavut Elections Act* has no specific rules about who can be a campaign manager.

The campaign managers information is included in the declaration of candidacy, this information becomes a public document once the returning officer accepts the declaration of candidacy.

The campaign manager organizes campaign materials and activities such as:

- Buttons, brochures, signs, ads for TV, radio, newspaper.
- > Candidate website and social media platforms.
- > Door-to-door canvassing and other campaign activities.
- Candidate travel to communities in the constituency, if needed.
- Volunteers to help with the campaign.
- > Candidate representatives for each polling station on Election Day.

Check with your employer to see if they have any rules or policies you must follow about being a campaign manager. For example, you may have to take a leave of absence from your work during the election period.

If the campaign manager leaves their job

If the campaign manager leaves their job for any reason, the candidate must give Elections Nunavut written notice right away. The candidate fills out the proper form to record the reasons you left your job and the date your duties ended.

If you leave your job, you must right away give everything related to the campaign over to the candidate or financial agent.

Campaign

A campaign involves different campaign activities, materials, and campaign finances.

Campaign budget

A campaign budget can be a helpful tool. A budget helps you set priorities and not spend more money than the campaign raises through contributions.

The candidate, financial agent, and campaign manager can work together to create a budget.

For example:

- Buttons, signs, brochures, or posters? How many? What size?
- Does your constituency have more than one community? Do you need to travel there? How often? For how long?
- Do you need a campaign office?
- What ads do you plan to put on radio, TV, internet, or in newspapers?
- Do you plan to have a website? Or use social media platforms?

Talk regularly to the candidate and the financial agent as you plan and carry out the campaign. You may need to adjust the budget many times during the campaign. You may receive more or less contributions than you expected.

Campaign activities and materials

Candidates, campaign managers, and financial agents must follow certain rules for campaign activities and materials.

Name and contact info: All your campaign materials, including ads, must have the name of the financial agent or campaign manager and their phone number or email address.

Example: "Sponsored by (name financial agent or campaign manager) for (name candidate). Phone xxx-xxx-xxxx (or email xxx@xxxxx.ca)

Put this at the bottom or in a corner in print no smaller than the smallest text on the campaign material.

Broadcast time: Radio and TV that operate in the candidate's community may make free airtime available. Each candidate should have equal access and the same notice for any free airtime. Every broadcast must include the financial agent's name and contact info.

Where to post campaign signs and other materials: Check with the hamlet and other authorities and businesses in your community to find out what rules they have, if any, about where you can put up campaign materials.

- No campaign materials on any office type property that the Government of Nunavut owns, rents, or leases.
- No campaign materials on any power poles.
- No campaign materials allowed on the land or building at the polling station.
- People cannot wear, use, or show any campaign material at the polling station.
- Ask permission from homeowners and renters before putting campaign material on their property.

No one can take down, cover up, damage, or change your campaign material, unless they have your authority.

You may place this notice on all your posters, "Section 250(2) *Nunavut Elections*Act: Any person who without authority takes down, removes, covers up,
mutilates, defaces or alters any campaign material is guilty of an offence."

Campaign gatherings: Campaign workers may organize a gathering to promote the candidate. You can offer food, non-alcoholic drinks, gifts, and prizes, at a gathering. The value of prizes cannot exceed \$500. For example, you cannot offer a truck or snowmobile.

A candidate cannot offer money, food, drinks, gifts, prizes, or other handouts that people may see as a bribe.

The financial agent may collect contributions during the gathering.

People and businesses from outside Nunavut: If a person, business, or group does not live or operate in Nunavut, they cannot actively campaign for any candidate.

They also cannot pay for or donate any campaign activity or materials.

Any person, business, or group that is eligible to contribute to the campaign may sponsor all or part of a gathering.

Remove campaign materials: Each candidate must remove all campaign materials within 10 days after Election Day.

Slander, libel, insults: Candidates should not make comments towards or about other candidates that involve lies, slander, libel, and insults. This applies to all social media platforms.

Voters list: The candidate, financial agent, campaign manager, and all other campaign workers must use the voters list for campaign purposes. It is a serious offence to misuse it.

At the end of the campaign, return the voters list to the Returning Office, or destroy them.

Campaign contributions

Campaign contributions can be money, goods, and/or services. The financial agent is responsible for all campaign finances, including all contributions and expenses. The candidate or campaign manager cannot accept any contributions.

Who can contribute: The financial agent can accept campaign contributions only from:

- Individuals that live in Nunavut.
- Companies that do business or work in Nunavut.
- Groups or associations that operate in Nunavut, must include a list of names and the amount that each person contributed.

Maximum contribution: Each person, business, or group can contribute a maximum of \$2500. They may contribute money, goods and services.

If someone contributes transportation or accommodation services, the maximum can be more than \$2500.

When/how to contribute: A person, business, or group can contribute. The campaign can accept contributions, under certain conditions:

- During the election period.
- If the candidate is an official candidate.
- If they give the contribution to the financial agent or someone the financial agent authorizes in writing. The candidate cannot directly accept any contributions.

Financial contributions: Can be 'named' or 'anonymous.' Any contribution over \$100 is required to be named. The financial agent records the name and address of the contributor.

The financial agent writes a tax receipt for the exact amount of each 'named' contribution—to the maximum of \$2500. The financial agent is the only person who can give out tax receipts.

A person, business, or group can give up to \$100 as an anonymous contribution. If the campaign receives an anonymous contribution worth more than \$100 the financial agent must give it back if they know where it came from. If they cannot return it, the financial agent must send it to the CEO.

The maximum amount of all anonymous contributions combined is \$2500.

Campaign account: The financial agent sets up a campaign account and deposits all campaign contributions into the account. The money belongs to the campaign, not to the candidate or the financial agent. The financial agent cannot accept contributions until the campaign account is opened.

Goods and services—contributions and expenses: The financial agent uses the market value of any goods and services contributions to measure the contribution. The same amount is recorded as an expense.

Example: an airline provides one or more free tickets for the candidate to travel in the constituency during the campaign. The financial agent records the name of the airline and the value of the ticket as a contribution and as an expense.

Example: A local business donates printing services. The Financial agent records the name of the business and the market value of the services as a contribution and as an expense.

People often do volunteer work for a candidate's campaign. The financial agent does not count volunteer labour as a contribution. Unless a self-employed person does the kind of work for the campaign that they usually get paid for. The financial agent does not give any tax receipts for any goods or services contributions.

Campaign expenses

The financial agent pays all campaign expenses from the campaign account.

Maximum total campaign expenses: The maximum amount a campaign can collect and spend is \$30,000. This includes pre-election and election expenses. With the CEO's approval, total campaign expenses can be more than \$30,000 to pay for:

- > Travel within the constituency.
- > Expenses related to childcare.
- Expenses related to a candidate's disability.

Candidate's personal money: A candidate can spend up to \$30,000 of their own money.

If you have enough contributions, the financial agent can reimburse the candidate for expenses they paid for, including pre-election expenses.

The candidate gets a tax receipt for the actual amount they spend, up to the \$2500 maximum. This does not include any reimbursed expenses.

Examples of acceptable expenses:

- Rent, utilities, supplies for the campaign office.
- Wages to pay someone to run the office, or to hire a campaign manager or financial agent.

- Campaign materials.
- > Campaign ads.
- Travel and accommodation—only within the constituency.
- Childcare expenses connected with the campaign.
- Expenses related to a candidate's disability.
- Food and non-alcoholic drinks at a voters' gathering.
- Food and non-alcoholic drinks for a candidate or their representatives at the polling station on Election Day.
- ➤ Gifts or prizes at a gathering of voters to promote the candidate if the total value of gifts and prizes is \$500 or less.

Examples of unacceptable expenses:

- Travel outside the constituency unless the candidate must do that to reach a community inside the constituency.
- Money, food, drink, gifts, prizes, or other valuable handouts that you offer at a voters' gathering to promote the candidate, if the total value is more than \$500. For example, you cannot offer a truck or snowmobile.
- Money, food, drinks, gifts, prizes, or other handouts you offer to bribe a voter to vote a certain way, or to not vote. For example, you can offer a glass of juice but not a case of juice, and not wine or beer.
- ➤ The \$200 deposit the candidate made to file the declaration of candidacy.

Election Day

On Election Day, the polling stations are from 9 am to 7 pm local time.

No one except election officers can use phones, cameras, two-way radios, or other devices at the polling station. Campaign materials are not allowed at the polling station.

Candidate representatives

Each candidate is allowed one representative at each polling station unless the candidate is present.

Consent form: Each candidate representative needs a signed consent form.

When the candidate representative arrives at the polling station, they give the form to the deputy returning officer.

Rules during voting: The candidate or their representative may watch what happens during voting. And they:

- Must always respect and stay out of the way of voters and election officers.
- May collect information from the polling record during voting.
- Must go outside the polling station to receive/make calls or text.
- May arrive at the polling station 15 minutes before the poll opens, to watch the election officers count and initial the ballots, inspect the ballots and other official papers.
- May question a voter's identity, even if the voter's name is on the voters list.

Counting the ballots: A candidate or their representative may watch the DRO count the ballots. They must follow these rules:

- Observe the count, the DRO is the only person to handle the ballots.
- > Stay until the end. Do not send or receive phone calls or text messages until after the DRO sends the results to Elections Nunavut.
- ➤ If you disagree when the DRO accepts or rejects a ballot, tell them why you object. The DRO records your objection in the polling record and decides to accept or reject the ballot. The DROs decision final.

Election report

The returning officer receives a Statement of the Poll from each poll. The RO totals all the votes from all the polls in the constituency and prepares an election report certifying the total number of votes each candidate received.

If two candidates receive the same number of votes

Two candidates may get the same number of votes, or close to the same number. If the difference is less than 2% of the total votes, the RO does an automatic administrative recount. If the difference is still less than 2% after the administrative recount, the RO must apply to the Nunavut Court of Justice for a judicial recount.

Here are two examples:

Example 1		
1000 people voted	2% of 1000 is 20 votes	The winning candidate must have at least 20 votes more than the candidate who came in second. If they do not, there is a recount.
Example 2		
500 people voted	2% of 500 is 10 votes.	The winning candidate must have at least 10 votes more than the candidate who came in second. If they do not, there is a recount.

Breaking the Laws

The Nunavut Elections Act is like any other law. If people break the law, they can be charged with a crime and punished.

There are many ways to break the law, such as bribe a voter, campaigning at a polling station, misuse of campaign funds, etc.

Read the *Nunavut Elections Act* and make sure you follow the law.

Consequences

If you break the law and you are charged and convicted, you:

- > Pay a maximum fine of \$5000; or
- Go to jail for up to one year; or
- Pay a fine and go to jail.

For five years you cannot:

- > Be elected to the Legislative Assembly.
- Sit as a member of the Legislative Assembly.
- Have a job appointed by the Commissioner, a Minister or official of the Government of Nunavut, or the Legislative Assembly.

A judge can also require you to:

- > Publish the facts about your crime.
- > Pay the people you hurt because of your crime.
- Do community service.

Who can complain

Any person who believes a *Nunavut Elections Act* law has been broken must file a complaint in writing to the R.C.M.P. within 90 days. They do not complain to Elections Nunavut.

Who investigates

The R.C.M.P. investigate all formal complaints. Unless they think it will affect their investigation they will inform you.

The R.C.M.P. works with the CEO and the Integrity Commissioner to address the complaint. The Integrity Commissioner is an officer of the Legislative Assembly who oversees the *Integrity Act*.

Compliance agreement

A compliance agreement is a contract between the Integrity Commissioner and the alleged offender. It is an option before an alleged offender is charged with a crime.

The Integrity Commissioner will decide whether to negotiate a compliance agreement. They consider the following before they decide to negotiate:

- > The kind of crime and how bad it is.
- The punishment for the crime.
- The public interest.
- > The interests of justice.
- Other factors they consider relevant.

If they negotiate a compliance agreement, the Integrity Commissioner, and the accused both sign the agreement. The Commissioner publishes a summary of each signed agreement. It is a public document.

The compliance agreement may include the following examples:

- > Pay money to one or more people.
- Apologize to the public and to the people involved.
- Apply Inuit Qaujimajatuqangit Values and Principals (traditional Inuit knowledge).
- > Do community service.

If you do not follow the agreement:

- > You can be charged and go to court.
- You cannot be a candidate for five years.
- You can be convicted and punished.

If you follow the agreement, you are not charged, and you do not have a record.

The Integrity Commissioner makes a public report on whether a person follows their compliance agreement.

Campaign Managers Checklist

Before the election period begins

- Decide if you have the time and skills to manage a campaign.
- Check with your employer to see if there are any policies, such as taking a leave of absence during the election period.
- Plan your campaign and discuss a campaign budget with the candidate and financial agent.
- Read and understand the Nunavut Elections Act.
- Review the declaration of candidacy form from the Elections Nunavut website: www.elections.nu.ca

The election period - up to election day

- Make sure the campaign manager or financial agent have their name and the candidate's name on all campaign advertising, as per the *Nunavut Elections*Act
- Check with the municipal government and other community authorities to find out where it's okay to put up campaign signs and posters.
- Do not put campaign materials on any office-type buildings the Government of Nunavut owns, rents, or leases, or on power poles.
- The voters list is available from Elections Nunavut upon request. Review the voters list when you get it from Elections Nunavut.
- Contact Elections Nunavut to suggest changes to the voters list.
- ➤ Encourage eligible voters to contact Elections Nunavut if their name is not on the list or the information is not correct.
- Request and review the list of people who voted in the early polls.
- Make sure all campaign workers respect the proper use of the voters list.
 They must use the voters list only for the election campaign.

- Encourage and share information about different ways to vote when campaigning.
- Candidate representatives are permitted at each polling station. They can go in shifts, one at a time.
- Note where the polling stations are in your constituency.
- Note the local time for voting on Election Day.
- Find campaign representatives to watch each polling station on Election Day (optional). Complete and sign the consent form.

Election day

- Vote—if you did not already vote.
- Make sure you do not have any campaigning material at the polling station.
- Make sure candidate representatives know the rules—what they can and cannot do at the polling station.
- Make sure each candidate representative has a consent form signed by the candidate or financial agent.
- You can share the results published by Elections Nunavut.

After election day

- ➤ Remove all your campaign materials within 10 days.
- Return all voters lists to the returning officer or destroy them.