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Hello RMA Member CAOs,

We're reaching out to request your support in promoting an important initiative aimed at strengthening municipal leadership across Alberta.

As you may be aware, RMA has partnered with ABmunis to deliver the **Running for Municipal Office Campaign**, designed to provide prospective candidates and Albertans at-large with resources and educational opportunities in advance of the 2025 municipal elections. As part of the campaign, the associations are co-hosting 20 live, interactive webinars in the coming months, tailored to small, medium, large, and rural audiences. These sessions will feature current elected officials who will share their experiences, answer questions, and offer valuable insight into the realities of municipal governance.

Why This Matters:

The campaign aims to provide prospective candidates and Albertans the opportunity to learn what municipal councillors do, what falls under local jurisdiction, what council's relationship with administration looks like, dispel some common misconceptions, and shed some light on the challenges and rewards related to holding municipal office. The ultimate goal of the campaign is to educate the public as to what municipal governance entails and to prepare prospective candidates with the skills and knowledge essential to be an effective elected official.

How You Can Help:

We're asking municipalities to promote the **campaign and webinars** through your local communication channels – whether on your website, social media, or newsletters.

The webinars are being hosted on Zoom, they are free to attend, and registration details can be found on **RMA's Running for Municipal Office webpage**. The rural-focused webinars are scheduled for the following dates:

- Friday, April 25 at 12:00-1:00pm MT
- Wednesday, May 7 at 7:30-8:30pm MT
- Thursday, June 5 at 12:00-1:00pm MT
- Tuesday, June 17 at 7:30-8:30pm MT
- Friday, July 18 at 12:00-1:00pm MT

Ideally, we'd appreciate promotion in the week leading up to each webinar. Members are

campaign and webinars. Below, you will find links to images you can use, along with links to RMA social media posts you can reshare or pull verbiage from.

[Image 1](#) | [Image 2](#) | [Image 3](#)
[LinkedIn Post](#) | [Facebook Post](#) | [X Post](#)

Your support can make a real difference in encouraging diverse, informed, and capable candidates to step forward.

Thank you for your time and for your continued commitment to strong local governance in Alberta. If you have any questions about the campaign or webinars, please don't hesitate to reach out to RMA Policy Advisor **Jared Shaigec**.

Kind regards,

Rural Municipalities of Alberta



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