

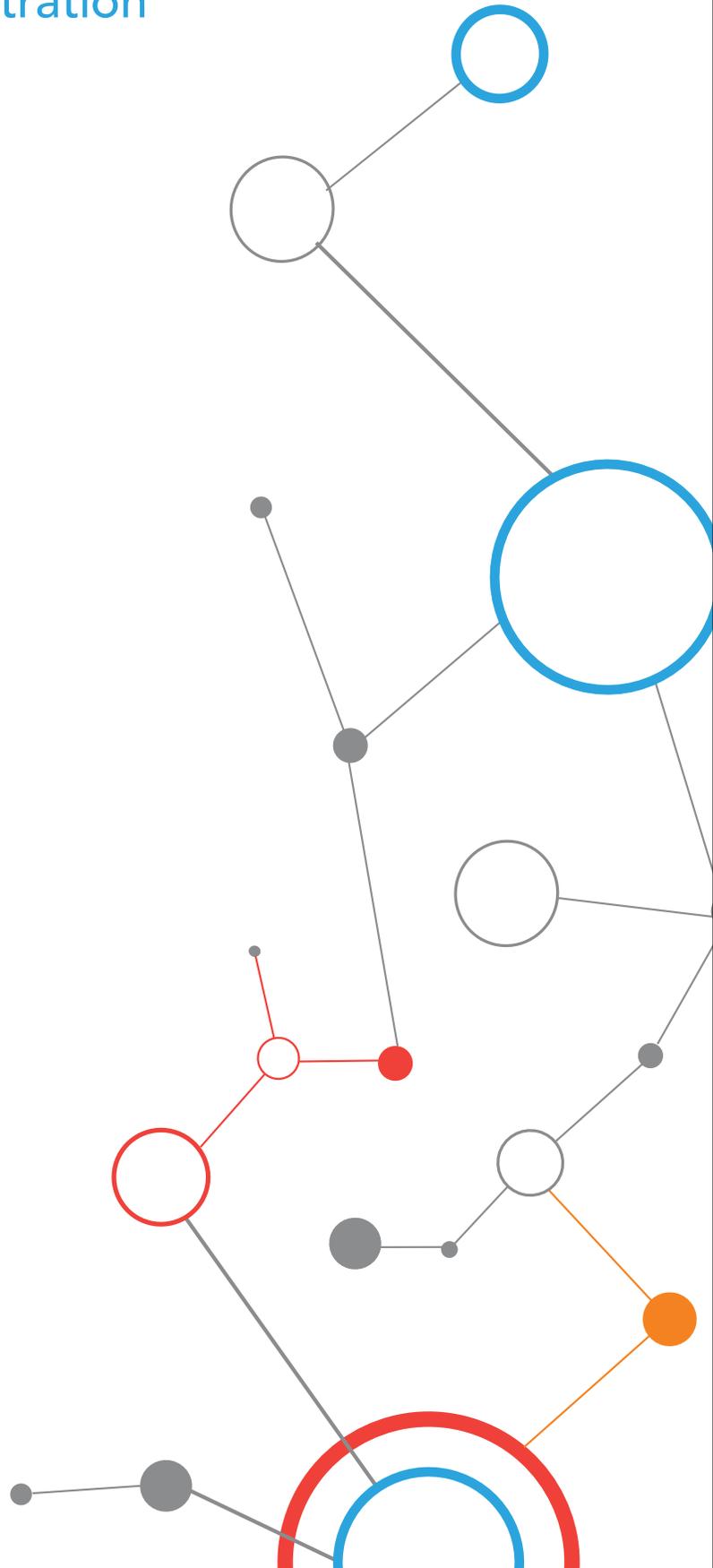
# Two Priorities for the Proxy Party of Canada Beyond Registration

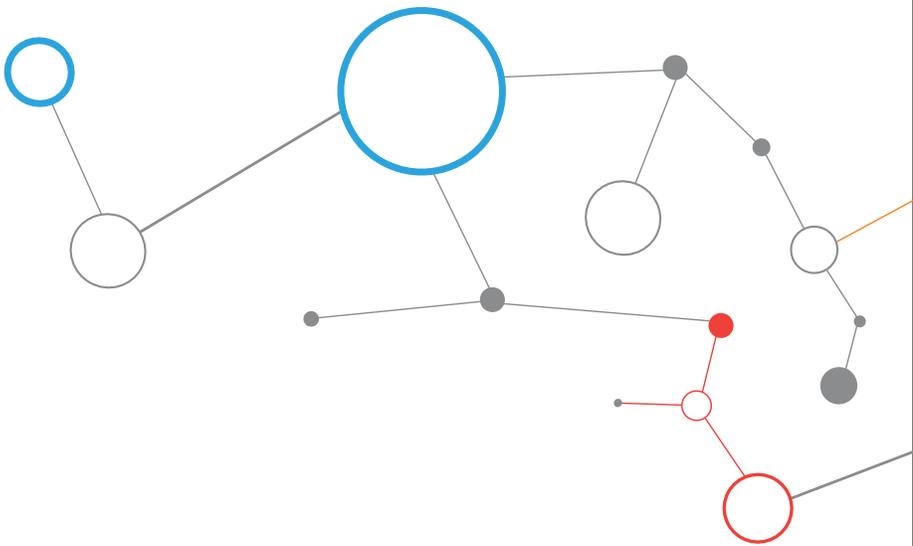
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## FUNDRAISING

To establish a new national political party will require fundraising in order to pay for the services of a professional staff and to run full-fledged election campaigns. The primary fundraising objectives are:

- Compile an exhaustive, dynamic list of potential donors from Canadian civil society:
  - Academics / researchers,
  - Non-governmental organizations,
  - Business community,
  - Others
- Implement a 2 pronged marketing campaign:
  - Personal social interaction at hosted professional fundraising event;
  - Design and distribution of an information package sent to prospective donors.
- Achieve a preliminary minimum sustainable donation base of 400 *Sustaining Donors*, each contributing annual donations between \$500 and \$1000. Our goal is to raise sufficient funds to run a campaign in the next federal election.





## 2

## SHADOW CABINET

In the Westminster parliamentary model, shadow cabinets are one of the litmus tests that competent political parties must meet before citizens judge them as a credible option. This is a compelling reason for the Proxy Party to establish a shadow cabinet that falls within the following scope:

- The selection and functionality of Shadow Cabinet falls under the aegis of the Leader of the Proxy Party of Canada;
- The Leader has the responsibility of recruitment, retention, and if necessary, dismissal, of its members;
- The critic positions that comprise Shadow Cabinet should ordinarily mirror existing governmental ministries but the Leader also has the option of creating a critic position(s) for an intended ministry;
- A pre-condition for appointment to Shadow Cabinet is that individuals who accept the position do so with the understanding that they will stand for the party in the next general election;
- Recruitment of Shadow Cabinet members is under the ambit of the Leader but the final decision should be sensitive to:
  - Conformance to expected norms of Canadian governance such as: gender balance; ethnic diversity; geographic and regional balance;
  - Strong individual leadership qualities such as: peer recognition, reputation and proven track record in business, governance or Canadian civil society. Chosen individuals must possess an ability to become autonomous experts in the ministry they are shadowing.
- The benefits of a vibrant shadow cabinet are numerous. It develops institutional and public credibility for the party; can set us on a pathway to being reasonably called a 'government in waiting'; develop policy expertise within the party; provide the leader with a core group of electoral colleagues; deepen the ranks of leadership within the party; provide needed development for frontline candidates.

