

## A Winning Formula

**C**UPE Ontario, its locals and members have developed a winning formula when it comes to political campaigns and this 2007 Provincial Election Tool Kit is at its heart. This kit builds on the knowledge gained in our campaigns for the 2003 Provincial and 2006 Municipal and School Board elections and fulfills requests for information and tools by CUPE's area offices and locals across Ontario.

This kit also builds on CUPE Ontario's 2007 Action Plan, a document that outlines election campaign plans developed by CUPE Ontario sectors and committees.

Most importantly, the kit is designed to assist you to get ready and informed in order to mobilize CUPE Ontario's 220,000 members to vote for, and work on, the campaigns of NDP candidates who support our issues.

## CUPE Members Make a Real Difference

CUPE Ontario and its partners are a powerful political force in Ontario. When our 220,000 members and their locals take up a campaign, we make a real difference.

We helped kick the Tories out of office in 2003 with sustained campaigns on issues like privatization. In 2006, CUPE Ontario's mass mobilization helped elect over 49% of labour-endorsed candidates in the municipal and school board elections. As well, we saw a record number of CUPE members run for office, with 8 being elected.

As union members, political action means controlling our destiny. Taking political action is the best way to support our efforts at the bargaining table, push government to reinvest in public services and help build the kind of communities that we all want.

While union meetings and all-candidates' meetings are important, CUPE Ontario members are most effective when we put our energy into working on the campaigns of NDP candidates who support our issues.

In fact, a number of CUPE members have already won the NDP nomination in their riding. See [www.cupe.on.ca](http://www.cupe.on.ca) for more information.

## Putting People First: A New Vision for Ontario

CUPE Ontario members, like all Ontarians, have basic expectations of government. We expect:

- Our schools, social services, hospitals, universities and municipal services to be adequately funded and properly serve our needs.
- Our government to address Ontario's growing poverty, stop loss of jobs, reverse increasing inequality, defend public services, and aggressively act now on climate change.
- Our communities to be respected by putting people first in order to make a stronger Ontario.

Starting in 1995, the Tories cut taxes by 30%, slashed welfare payments by 22%, closed upwards of 40 hospitals and refused to raise the minimum wage. Cuts to government's public service staff and regulatory cutbacks were so deep that they were a factor in the Walkerton contaminated water tragedy.

Since being elected in 2003, the McGuinty Liberals have taken only small steps to reverse the disastrous policies of the previous Conservative government—and that's just not good enough. As well, they have:

- Introduced Local Health Integration Networks (LHINs), which will create a health care 'market'
- Failed to fix the faulty funding formula for schools, allowing chronic underfunding of school operations and forcing 60% of boards to cut staff in the coming year
- Failed to reverse Harris' deep cuts to social services at a level of investment needed to meet today's demand for services
- Sent tuition fees skyrocketing—Ontario now ranks second-last in provincial funding for post-secondary education
- Set precedents for more public-private projects (P3s) in Ontario communities than the Conservatives
- Failed to reverse the Conservatives' downloading of services to municipalities and refused to pay the province's bills for such services

# Putting People First

- Failed to introduce meaningful income support programs

**For all these reasons, CUPE Ontario is launching its election campaign with the theme “Putting People First” and encouraging people to vote NDP on October 10.**

That’s because the NDP stands for:

- Putting taxpayers’ dollars into public health care, not private profits
- Fixing the flawed funding formula for schools
- Protecting good paying jobs
- Implementing a real plan to limit greenhouse gas emissions as well as tough energy efficiency targets
- Closing the income gap
- Providing affordable post-secondary education
- Investing in public services that keep local economies strong
- Reverse downloading by having the province pays its fair share for locally delivered public services like social assistance
- Investing in Child Care and other vitally important social services that builds our province

## ***Our Strategy for a Successful Election Campaign***

1. Put CUPE Ontario issues front and centre in political campaigns across the province
2. Provide our members with information about issues and candidates
3. Repeat and build on the success of our 2006 municipal and school board election campaign to mobilize our members by utilizing area committees based on CUPE District Councils and area offices, and a political action network located in every local
4. Target certain key campaigns of NDP candidates for special attention
5. Work in coalition with other like-minded labour councils, unions and social justice groups
6. Mobilize and recruit CUPE members to work on the campaigns of NDP candidates
7. Activate everyone to vote for these candidates on October 10

## ***Our Voting Message***

The Dalton McGuinty Liberals and John Tory Conservatives are two sides of the same coin. Their parties both have dismal track records regarding:

- Privatizing health care
- Environmental lip-service
- No \$10 minimum wage now
- Faulty school funding formula
- Underfunded cities
- High tuition fees
- Job losses
- Increasing inequality
- Not enough funding for social services
- Attacking public services

**It’s time to put people first by voting NDP on October 10.**

**W**e are using the following structure for the provincial election. It includes three components: a central campaign located in the CUPE Ontario office, area committees based on CUPE District Councils and area offices, and a political action network located in locals. Each component of the campaign will be responsible for:

### **Central Campaign**

- Setting the overall direction of the campaign
- Central coordination of the campaign
- Liaising with area campaigns
- Developing and producing election campaign materials
- Sending out election materials to area campaigns at predetermined times
- Providing communications support for the campaign
- Providing resources for release time to contact local unions
- Developing and maintaining a website to provide information and additional tools for CUPE members

### **Area Committees**

- Developing an area strategy
- Coordinating the campaign at the area level
- Mobilizing locals to participate in the campaign
- Liaising with labour councils, other unions and community groups
- Distributing election materials to locals
- Recruiting campaign workers for NDP candidates in their area
- Organizing area events such as all candidates meetings
- Keeping the Central Campaign up to date

### **Local Committees**

- Mobilizing membership participation in the provincial election campaign
- Setting up a communication structure in each local to publicize and distribute election campaign information
- Encouraging members to work on campaigns of labour-

friendly candidates

- GETTING MEMBERS OUT TO VOTE.

### **AREA COMMITTEE STRUCTURE**

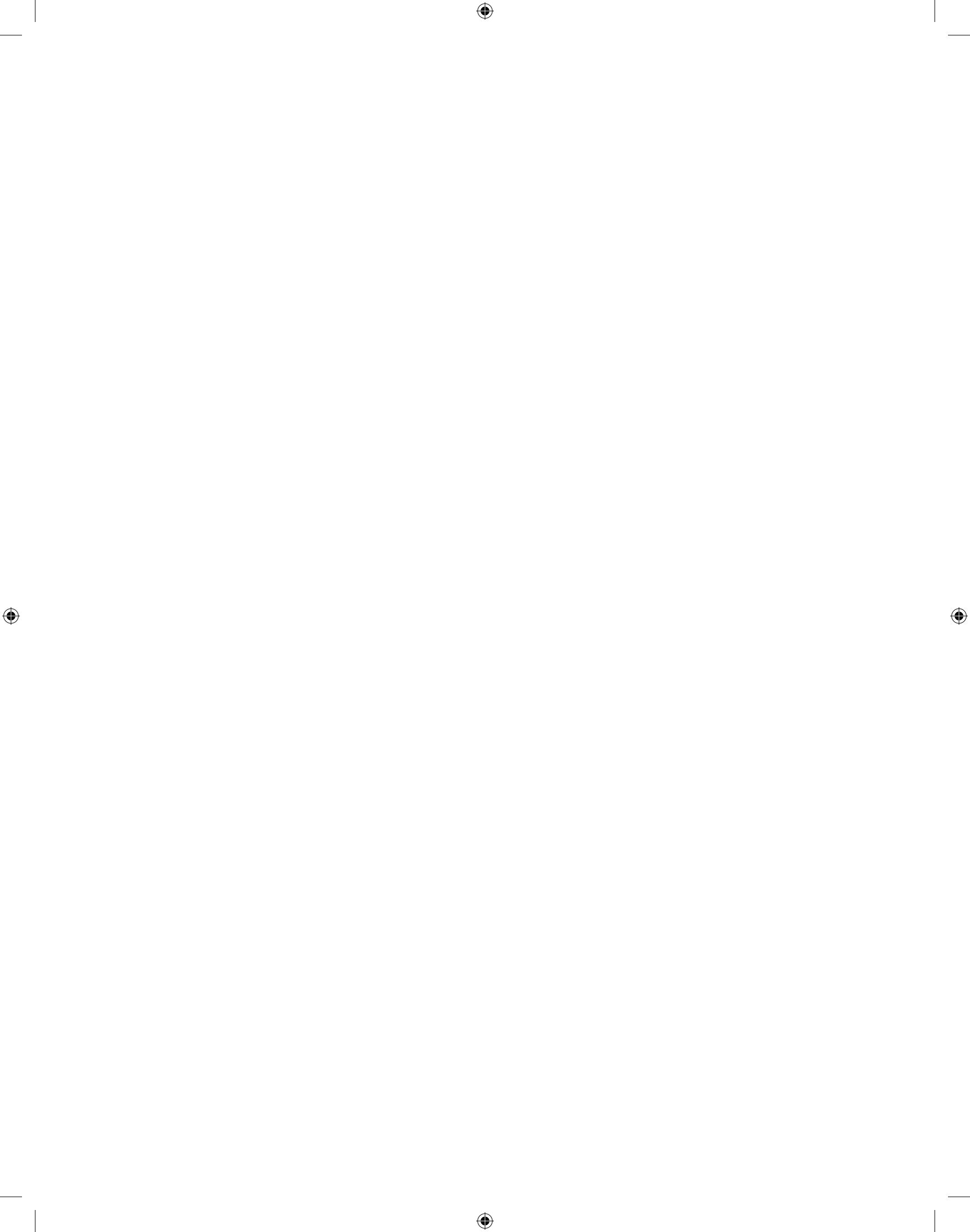
The campaign is based on our 19 area offices. The intention is to build the committees around district councils, where they exist, with support from the different area offices. To that end, a list has been prepared linking a national staff representative with district councils for each area office across the province. For those areas where we do not have active district councils, area office coordinating committees will be set up to coordinate the campaign. Ideally the committee will have representation from staff, jurisdictional committees and other known activists.

Area committees will work with our labour partners and community allies to draw up their own election strategy, including which candidates they are supporting.

### **LOCAL COMMITTEE STRUCTURE**

The campaign structure also involves getting the cooperation of our locals to set up a communications network. This is best done through a political action committee. If this cannot be accomplished we are asking that, at a minimum, locals appoint a contact person that the area committee can liaise with for the election. Some locals may want to use an existing structure like the local executive or steward network for this purpose. However this issue is handled, it is essential that a network be set up within each local to facilitate the flow of information between the local union and their membership.

A central feature of this campaign is communicating with the members and ensuring that election material gets into their hands.



**W**e need to get our message out to our members and to the public. The most important communication is the promotion of the campaign message. The message must be reiterated in every communication sent out by the campaign. Most campaigns will attempt to get their message out in a variety of ways including:

- Leaflets
- Advertising
- Union newsletters
- Local radio and possibly community television

To win this campaign we must mobilize our membership to get involved. We have to be able to convey campaign information to our members in a timely manner, while at the same time hear what they have to say about the elections. An open line of communication between CUPE's area committees, local committees, labour councils and the campaigns of NDP candidates is also essential for a successful campaign.

### *Getting Campaign Literature To Our Members*

Getting campaign literature out to our members at pre-determined times is a key focus for the election campaign. All levels of the CUPE campaign structure have a role to play in ensuring this happens:

- The central campaign will take responsibility for shipping CUPE's campaign materials to area offices and/or locals across the province.
- The area committees will then distribute this literature to the locals.
- Locals are asked to pay particular attention to ensuring that campaign literature is widely distributed among the membership.

If locals fulfill this function, they will have played an invaluable role in ensuring the overall success of CUPE's participation in the elections.

### **THINK ABOUT WHICH TOOLS ARE BEST SUITED TO YOUR WORKPLACE.**

- Meetings
- One-on-one
- Phone trees and phone messages
- Union contacts or communicators in each work location
- Email list of union members
- Web site for your local
- Direct mailing

**REMEMBER** – there is no “one” way to best get information to your membership. Think about what works best for your local and use all methods possible to get provincial election campaign materials into the hands of your members.

### **LOCAL LABOUR COUNCILS AND LABOUR-FRIENDLY CANDIDATES' CAMPAIGNS**

It is important that CUPE area committees be in close contact with local labour councils and the campaigns of labour-friendly candidates. Community pooling of effort and resources is key. This is particularly true in the case of recruiting volunteer workers to help out on the campaigns of these candidates. One of our objectives in the upcoming election is to get as many CUPE members as possible out working on campaigns of NDP candidates.

### *Reaching Out to CUPE Members*

Making personal contact with as many CUPE members as you can is critical to the success of any local campaign. Talk to members about the issues. Talk to members about the candidates. Make contact more than once. Encourage them to work on candidates' campaigns and to vote early.

# Putting People First

## ACTIVITIES YOUR LOCAL CAN DO RIGHT AWAY:

- Update your local member phone lists
- Update your local member address lists
  - You have a right to this information directly from the employer
  - For information on this go to [www.cupe.on.ca](http://www.cupe.on.ca) under "Provincial Election".
- Create an email list of your membership
- Secure member volunteers for communications tasks
- Organize the local phone bank with member volunteers

## REACHING OUT TO LOCAL MEMBERS DURING AN ELECTION CAMPAIGN:

- Initiate your local's phone banks
- Send automated phone messages to members
- Distribute leaflets in person and by mail
- Sort your membership by ridings for mailings on their respective candidates
- Hold discussions at local meetings and stewards' meetings
- Invite members to attend meetings on the elections
- Send a letter from the president to all members encouraging participation and activism
- Encourage local involvement in events such as all-candidates' meetings
- For information on these tools – go to [www.cupe.on.ca](http://www.cupe.on.ca) under "Provincial Election".

## Media Relations Guide

The most effective way to get your message to the public is usually through the news media: print, radio and television. When thinking about the media, don't forget about the alternative and community media. They are often far more sympathetic to unions than the mainstream media.

## MEDIA RELEASES AND CONTACTS

When contacting the media make sure what you tell them

is news. Don't bother with insignificant events. Reporters won't just repeat your media release. Think of your release as a door opener to peak the interest of the reporter and provide factual information and data that they can use in a possible story.

- Keep your media release short, one page maximum
- Ensure your information is accurate and defensible and that there are no errors
- Begin with the most important information first. Include a contact name and number

Personal contacts are more effective than a news release. Keep track of who's reporting on what issues and follow-up by phone or email with additional information. Ongoing contact with reporters will help develop a relationship of trust. They will then seek you out for comment. When being interviewed, always answer all questions. 'No comment' only hurts the campaign. Be cool and don't argue. Turn negative questions into positive answers. And practice makes perfect! Get another member to "interview" you with tough questions so you can practice your response.

## LETTER WRITING

One of the very best ways of keeping your message front and centre and alive in the news, and building the buzz that encourages other people to get active, is by implementing a letter-writing campaign. Letters should be short and poignant and should stay under 400 words. Make one point and make it strongly. You not only want to capture the reader's attention, you want to make them do something in response. Be accurate, be specific, give details and straight facts. Localize the issue as much as possible.

## CALL YOUR CUPE COMMUNICATIONS REP

If you are planning a media campaign, speak to your CUPE Communications rep for help in developing a strategy. With all media opportunities and communications remember one thing - the campaign message needs to be delivered. Please refer to the booklet *Communicating CUPE* for more information and ideas. It's available for downloading at [http://cupe.ca/updir/communicating\\_cupe.pdf](http://cupe.ca/updir/communicating_cupe.pdf) or you can contact your area office for copies.

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## Activities and Timelines

The Election Tool Kit is a guide to get CUPE Ontario membership ready for the provincial election. Election day is Wednesday October 10, 2007 and the election campaign is 28 days in duration.

### Pre-election

*Getting Ready:* Our members do not vote strictly on the basis of CUPE membership and values. They make up their minds based on the same variables and values as the general population. We have to start communicating to them and educating them on the issues now if they are to have an educated vote by Election Day.

Our members also vote in roughly the same numbers as the general public unless we develop plans to motivate them to vote. Neither of these challenges can be met by a single leaflet during a four-week election—that's not enough.

*Area Meetings:* It is important that as many activists as possible attend their area leadership meeting. Working with other locals through District Councils, or area campaign teams where Councils don't exist, will help to create area plans for the campaign that can be useful to support each riding during the election.

A lot can change from one election to the next and CUPE members need to realise their vote can make a difference – collectively we have the power to change the results of the election. Here is the current standing of the parties in the Ontario Legislature along with the standing prior to the 2003 election.

Party Seats prior to 2007 Election		Party Seats prior to 2003 Election	
Liberal	68	PC	57
PC	24	Liberal	36
NDP	10	NDP	9
Independent	1	Independent	1

### Provincial Election Timetable

It is important to start the planning process early in order to have a real impact. We need to ensure that area committees are up and running well in advance of the election call. Once that has happened area committees should make contact with local labour councils. The following is a suggested timetable for a CUPE campaign:

#### JUNE AND JULY

- Area leadership meetings begin around the province. For a list of dates go to [www.cupe.on.ca](http://www.cupe.on.ca) under "Provincial Election"
- Develop a process for determining labour-friendly candidates to support based on CUPE issues
- If candidate questionnaires are being used, they should be sent to incumbents at this time – see Appendix B

#### AUGUST

- Produce a general CUPE leaflet emphasizing why it is important to vote in this election and explaining the voting process. This leaflet is for distribution province-wide
- Assist area committees in the production of area leaflets focusing on local issues if requested. Arrange meetings with local labour councils and community partners re: finding common ground on an election plan
- Recruit volunteers to work on campaigns of labour-friendly candidates – this function should continue throughout the election period
- General and area leaflets received in area offices
- Distribution of the Election Tool Kit begins – this should continue throughout the campaign

#### SEPTEMBER

- At Labour Day events throughout the province, distribute materials to members and the public. Don't have a Labour Day event in your community? Why not start one.
- Area leadership meetings continue around the province. For a list of dates go to [www.cupe.on.ca](http://www.cupe.on.ca) under "Provincial Election"
- Contact all locals in the area, start distribution of leaflets to locals
- Local Committees to distribute leaflets to members

# Putting People First

## WEEK ONE OF CAMPAIGN

- Official start of the provincial election on September 12
- Locals and District Council / Area Committees finalize campaign plans
- Locals continue distribution of leaflets
- Set up contacts with candidates' campaigns
- Refer to CUPE Ontario website for regular updates and to download new and existing materials [www.cupe.on.ca](http://www.cupe.on.ca)

## WEEK TWO OF CAMPAIGN

- Deadline approaching for the filing of nomination papers
- Continue the work begun in week one of the campaign

## WEEK THREE OF CAMPAIGN

- Final date for the filing of nomination papers
- Advance polls – get supporters to vote early
- Letter to members with CUPE's list of recommended candidates – consider Union Calling as a way to convey this information to members
- Encourage members to work on campaigns of labour friendly candidates
- Media events for local campaigns
- Host all-candidates meetings

## OCTOBER - WEEK FOUR OF CAMPAIGN AND ELECTION DAY OCTOBER 10

- Get out the Vote
- Volunteer for Election Day

## POST ELECTION

- Meet with successful candidates
- Arrange for on-going meetings
- Monitor successful candidates performance

## Getting on the Voters List

Enumerators no longer go door-to-door canvassing as a way to identify eligible voters. That process has been replaced with a Permanent Register, which provides the information to make up a voters list. Information for the Permanent Register is gathered from various government sources, like income tax returns, and is used only for election purposes.

### Notice of Registration Card

If you are on the voters list, you will receive a Notice of Registration Card in the mail. This confirms that you are on the voters list and identifies your electoral district and the location of the poll where you will vote on Election Day.

### How do I get my name on the Voters List?

To get your name on the voters list, you must do the following:

- During an election, have your name added to the Permanent Register by your Returning Officer at a location advertised in your community
- Outside of an election, have your name added to the Permanent Register at the office of your municipal clerk
- You must provide appropriate identification, either a valid drivers license or two pieces of ID that provide your full name, address and signature (possibly a hydro bill or municipal tax bill)

### Can someone else add my name to the Register for me?

Yes. An eligible voter may act for family members or one unrelated person and have their names added to the Permanent Register if they bring the appropriate identification (see above).

### What if I recently moved?

If you have recently moved and the post office forwards your Notice of Registration Card from your old address, you should vote in your new electoral district and have your name added to that list.

### Can I vote on Election Day if my name is not on the Voters List?

Yes. You can register to vote at the poll on Election Day as long as you bring the proper identification with you. For more information contact: Elections Ontario at 1-800-677-8633 or [www.electionsontario.on.ca](http://www.electionsontario.on.ca).

# A

## Vote for MMP

### **More Choice. Fairer Results. Stronger Representation.**

Have you ever:

- Felt that your vote didn't count?
- Voted for a party you didn't like just to stop a party that you liked even less?
- Been discouraged that a party got a minority of votes, yet formed a majority government?

**It's time to make democracy work better**—for Ontario and for working families. On October 10, you can do that by working and voting for electoral reform.

A Citizens' Assembly on Electoral Reform appointed by the provincial government has recommended an alternative to our current voting system. It is called the **Mixed Member Proportional (MMP)** system. Ontarians can vote for this new system in a referendum as part of the October 10 provincial election.

The Mixed Member Proportional (MMP) system doesn't so much change the way we vote, it adds to it to build more democracy.

### **MMP – Here's how it works**

You get one vote for your local riding candidate, just as you do now. Ninety MPPs will be elected.

You also get another vote for your preferred political party. Thirty-nine MPPs will be elected to province-wide at-large seats. This vote is truly representative of the popular vote.

In other words, Ontarians will continue to elect MPPs by riding, and at the same time, introduce proportional representation leading to increased voter choice and increased accountability—from both parties and elected candidates. You will have a local MPP and a new at-large MPP to turn to for assistance.

### **WHAT MMP MEANS FOR CUPE ONTARIO MEMBERS**

Canada is one of the few major countries still using the antiquated "first-past-the-post" system, which almost always gives one party far more power than it deserves. For example, a winning party may get only 35% of the votes,

but it receives 60% of the seats and 100% of the power. Based on the experiences of other countries who've adopted similar systems, the Mixed Member Proportional (MPP) system gives voters:

- **More choice, giving us two votes**—for our preferred local candidate and for our preferred party;
- **Fairer election results** with parties gaining no more, and no fewer, seats than they really deserve;
- **Stronger representation** with more women and diverse candidates elected;
- **Legislation that reflects the majority view** of the electorate;
- And MMP means that parties like the Ontario New Democrats, that champion public services and social justice values, **gain more seats to reflect their popular vote.**

Every one of us needs to be able to explain MMP to our family and colleagues, and counter opponents of MMP who want to maintain the status quo.

### **The Referendum Ballot Question**

Which electoral system should Ontario use to elect members to the provincial legislature?

- The existing electoral system (First-Past-the-Post)
- The alternative electoral system proposed by the Citizens' Assembly (Mixed Member Proportional)

## Frequently Asked Questions about MMP

### Q. Why should we change from the voting system we have now?

**A. It's outdated and unfair.** Experts believe that the "first-past-the-post" system we use now dates back to the 11th century. Most major democracies scrapped this system in the last 50-100 years because:

- Parties routinely win majority governments—and all the power—with less than half the votes cast;
- Sometimes parties that win the most votes do not win the most seats;
- Only those voters who support the most popular party in a riding can elect someone to sit in the Legislature, while all other voters (often the majority) have no political representation.

### Q. What is "fair voting"?

**A.** Eighty-one countries, including Germany and the Netherlands, use a fair vote system. Fair Vote Ontario believes democracy is about ensuring that legitimate majorities govern and that all voters can be represented by someone who reflects their views, as with MMP.

### Q. Won't proportional representation cause endless minority governments and constant elections?

**A. No.** Currently, Canadians are governed at the federal level by a minority government created by an electoral system with incentives that make these governments short-lived. By comparison, governments that use a fair vote system are not minority governments, but rather majority coalition governments. Generally, parties have come to some type of agreement on government policies and each party has seats in cabinet.

Because parties are required to work with one another in coalitions to pass legislation, the system rewards cooperation, compromise and accountability instead of partisan rigidity, trivial bickering and narrow thinking.

### Q. Won't proportional representation lead to too many parties?

**A. No.** Countries that use fair voting systems only have a marginally higher effective number of political parties represented in parliament. While fair vote would allow a few more parties (like the Greens) to gain seats that reflect their popular support, voters would have greater political choice and a more competitive political environment. MMP eliminates the need for "strategic voting" because your vote would now count for more.

### Q. Would fair voting mean more women or people of diversity are elected to our Legislature?

**A. Yes.** Under our current system, internal party politics too often ensure that "safe" seats go to incumbents. Under MMP, parties will be careful to offer voters more choice by presenting candidate lists that represent their diversity. Parties that fail to do so will risk consequences at the ballot box.

### Q. Would Mixed Member Proportional (MPP) increase voter turnout?

**A. Yes.** Countries using such systems have higher voter participation—up to 5-12% higher. In Ontario, we too often don't vote because we don't think our vote will help elect anyone we support. Under MMP, we can reasonably expect that our vote will mean more.

### CUPE Ontario endorses MMP.

For more information, visit: [www.VoteYesForMMP.ca](http://www.VoteYesForMMP.ca)

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## Working on a Candidate's Campaign

### What Can I Do?

In every election campaign there is a job for everyone. The level of your involvement will depend on the amount of time you can commit to the campaign. Even if you only have a few hours to give over the length of the campaign your help is needed and can make a real difference. The following are possible roles you might want to consider:

- **Sign Team** - delivering and installing lawn signs or apartment signs to supporters
- **Deliver pamphlets**
- **Foot Canvasser** - going door to door to identify potential support and to give information
- **Phone Canvasser** - phoning individuals to identify potential support for the campaign
- **Communication Team** - helping design and produce literature for the campaign
- **Media Relations** - dealing with the media and working on media releases
- **Researcher** - doing research for the candidate's speeches or on local issues
- **Fundraising** - approaching individuals or groups for money to run the campaign; helping organize an event
- **Campaign office assistance and data input**
- **Driver** - driving people such as seniors to the polls on E-Day
- **E-Day Inside Scrutineer** - working in a poll, keeping track of who has voted and counting ballots at the end of the voting day
- **E-Day Outside Scrutineer** - taking lists of supporters in a poll and making sure they vote

### The Campaign Team

CUPE members may also be part of a candidate's campaign team. This might include working full time on various aspects of the campaign.

The team includes:

- Candidate
- Campaign manager
- Fundraiser
- Communications coordinator
- Canvass organizers
- Election Day organizer

CUPE members interested in assisting in a campaign need to be familiar with the rules about campaign contributions and spending. These are outlined in *Section 8*.

### CANDIDATE

The candidate has enormous responsibility. Without a candidate, the campaign doesn't exist. The candidate must be comfortable with the campaign strategy and themes since these are built around the strengths of the candidate. The candidate's first responsibility is to become as visible as possible and meet as many of the target voters as possible.

### CAMPAIGN MANAGER

The campaign manager is responsible for every aspect of the local campaign and ensures that the campaign plan is followed and ongoing evaluation occurs. In most campaigns, this person will work full time on the campaign. The manager is the liaison with other labour organizations, political parties, and community groups.

### FUNDRAISER

A campaign fundraiser usually works with a team of dedicated individuals whose sole task is to raise money for the campaign. The fundraiser coordinates a direct ask campaign and the integration of any fundraising events with the overall goals and objectives of the campaign.

# Putting People First

## COMMUNICATIONS COORDINATOR

The communication coordinator's role is to keep the candidate's visibility high and ensure that the campaign message is delivered. The coordinator is responsible for coordinating any publicity, mailings, and other materials. Campaign media releases are developed by the communications coordinator in consultation with the campaign manager.

The communications coordinator is usually the campaign contact for the media and coordinates media appearances for the candidate, including media conferences and all-candidates' meetings.

## CANVASS ORGANIZERS

Canvass organizers are responsible for implementing the voter identification program. This may include a telephone bank, or a door-to-door canvass. Most community campaigns will employ a phone bank.

Coordinating a phone bank requires superior detail skills and persistence. Acquiring and organizing phone lists, developing scripts, recruiting, training and monitoring volunteers are all key tasks. Lastly, the organizer must ensure that paper flow and canvass results are tracked so that accurate lists of identified supporters are available for Election Day.

## ELECTION DAY ORGANIZER

The Election Day organizer is responsible for the organizing and implementation of 'getting out the vote' activity on or before Election Day. The Election Day organizer recruits, trains and slots volunteers into polling places, phone banks and polls, to ensure all identified supporters are contacted. The objective is to get all our identified supporters to vote.

## *What's in a Message?*

The message is the essence and the anchor of a campaign. It is the most important communication that a campaign has with the targeted voters. It answers the fundamental question of, "Why should I vote for you and not the other candidate?"

The message must suit the messenger. A successful candidate does not simply parrot a message, but is able to express it convincingly with enthusiasm. When the message works, it will connect with the target audience and the campaign will soar.

The message will set up a choice for the voter. Voters will hear competing messages from a variety of campaigns. It is, therefore, essential that a campaign stick to one message. If not, a campaign will deteriorate into simply a bunch of noise. In short, a message can be summarized as follows:

You need the right message, delivered to the right people at the right time, many times in a variety of ways.

Your message will answer these questions:

1. Why is your candidate running?
2. How is your candidate better than the others?
3. What can your candidate do for me and my community?

**Keep it simple.**

In most reasonably sized campaigns, voter identification takes on an increasingly important role. Its success depends on human resources and financial resources.

Along with any voter identification plan, a corresponding Election Day operation is essential. If a campaign is going to identify supporters, it must ensure these supporters make it to the polls.

Election campaigns have changed dramatically over time. There is now more emphasis on visibility, fundraising and communications as the starting points for campaigns. As well, the manner in which we can directly speak with voters has been altered. In many areas, tactics such as door-to-door canvassing have become difficult. Safety concerns and construction of multi-unit housing has made the task more difficult. Campaigns that use phone banks are finding that call display and the huge increase in telephone solicitation have made it tricky to get voters to answer the phone.

Campaigns need to be more creative, more disciplined and much more targeted in their efforts. Before designing a voter identification plan, the campaign planners need to ask a few questions:

1. If undertaking a door to door canvass or a volunteer phone bank, how many volunteers are required and is it possible to recruit them?
2. If the volunteer base is insufficient, can the campaign pay for voter identification?
3. How many times does the campaign want to reach target voters?
4. Will a direct mail program work?
5. What happened in past campaigns, and what tactics work in the community?
6. What are the opponents going to do?
7. How can the candidate be integrated into the voter identification plan?

The key to a successful voter identification plan, regardless of whether it is a door-to-door canvass, a telephone canvass or a direct mail campaign, is the quality of the contact list being used. Unless the campaign is extremely highly resourced, contacting all voters is impossible. Remember that campaigns need the right message, delivered to the

right people at the right time and many times in a variety of ways.

Another crucial element when contacting voters directly is to integrate and coordinate the tactics being used. If the candidate is door knocking to target voters in a neighbourhood, the campaign phone bank must not be calling the same people on the same evening. This may seem obvious, but if the campaign is loosely organized, this will happen.

### *Door-to-Door Canvassing*

After candidate canvassing, having campaign volunteers directly speaking to target voters is an effective tool if used properly. It is a tactic that has been used for years and, if refined, can work well in community campaigns. Door-to-door canvassing does not work in every neighbourhood. In high-density apartment or condominium areas many voters will not answer their doors. If the geographic terrain is difficult, canvassers will cover very little ground.

Door-to-door canvassing works best if the canvasser is given a limited number of households to reach in an evening. These households may contain previously identified undecided voters, or be places where a telephone canvass has not been successful. In addition, door-to-door canvassing can deliver a very targeted message to an issue specific voter. Door-to-door canvassing takes a long time to complete. If a canvasser is given too many contacts, the success rate will be drastically reduced. There are some basic elements to a door-to-door canvassing script:

1. Introduce yourself and state the name of the candidate.
2. Have a leaflet to give to the voter.
3. State the campaign message.
4. If the voter has previously indicated an issue, address that issue.
5. Ask the voter for their vote.
6. Thank them for their time and, if supportive, tell them the Election Day date.

Identified supporters should also be asked to take a campaign sign and to volunteer in the campaign.

# Putting People First

In a campaign, it must never be assumed that a volunteer is trained. When canvassing door-to-door, volunteers must be trained. Canvassers are generally on the doorstep unsupervised and alone. Here are a few tips:

1. Try to hold group training sessions. This will allow for role-playing and cross training between new volunteers and those who have done the task before.
2. Remind canvassers that they are the person representing the campaign and should dress appropriately for the area they are canvassing.
3. Respect people's property. Don't let canvassers walk all over manicured lawns.
4. If possible, get the canvasser to drive around the area first to get a 'feel' for the neighbourhood.
5. Don't spend too much time with each voter.
6. Encourage canvassers to write down questions to be answered by the candidate.
7. Leave a note at places where no one is home.
8. Report in to the campaign after every day of canvassing.

## Telephone Canvassing

Telephone canvassing has become the backbone of voter identification campaigns. In some instances, it has become the exclusive voter identification tactic.

Telephone canvassing can be done in two ways: a volunteer phone bank or a professional third party phone bank. Once again, choosing which type of phone bank depends on the available resources in a local campaign. Generally, third party phone banking is used when a large volume of phone calls must be made. It is highly unlikely that a small community campaign will choose this option.

When training phone canvassers, first show them where the canvass fits into the 'big picture' of the campaign. Why is it important and what is the purpose? Emphasize the need to follow the prescribed script rather than going off on a tangent. Scripts are developed for strategic purposes and are needed to solicit a response. Ensure that any verbal briefing is accompanied by written instructions for each canvasser.

Here are some elements to include in the instructions:

1. Familiarize yourself with the script. Read it over a few times.
2. Familiarize yourself with the candidate you are helping.
3. Know what the response coding system is before you start phoning.
4. Know what to do when encountering an answering machine.
5. Start addressing the voter by their name to confirm whom you are talking to.
6. Personalize the call by using your name and the candidate's name.
7. Do not argue with the voter.
8. Do not try to answer complicated questions. Make a note so the campaign can get back to them.
9. If a leaflet has been distributed ahead of time, make sure you have one handy.

The telephone script is the most important tool and must be developed to raise the visibility of the campaign and the candidate, deliver a consistent message and to identify voter preference.

The script must not be too long or canvassers will attempt to shorten it and may miss out on a key message. The script must also be written to reflect the voter. For example, if the canvass is to union members in the community it will be written to those members. If the script is to undecided voters, it will be written to address that target.

**G**etting out the vote on Election Day is a key component of any election campaign. All the voter identification and education work done in the course of a campaign comes to a head on Election Day. The job on Election Day is to get our supporters to the polls before they close. However, an effective Election Day operation is only important if the on-the-ground identification and education work has been done during the course of the campaign. Without this advance work, pulling the vote on Election Day is a waste of time.

### *The Candidate's Campaign*

If the campaign is going to get out the vote, planning for this must take place early on. An infrastructure needs to be put in place and volunteers recruited.

Election Day is the culmination of the efforts of everyone involved in the campaign, from the candidate to the volunteer. If an Election Day operation occurs it must be well organized, intense and fun.

Depending on the voter's list in a community, a campaign may be able to track whether a supporter has voted or not. The major effort will be contacting the campaign's list of supporters and reminding them to vote. The reminders continue until the voter has cast their ballot.

Voters have a number of opportunities to vote. Use these opportunities to enhance getting out the vote. For example, a campaign may identify a group of supporters who can be delivered to the advance poll. This works well if, for instance, an advance poll is located in seniors housing. If a community includes shift workers at a major industrial plant, it may be advisable to get supporters to vote at the advance poll as well.

Campaign workers should vote at the advance poll. Most of the getting out the vote activity will take place on Election Day. Look at Election Day as more than one day. Begin calling identified supporters a day or two before the polls open. This will ensure that those who leave home early in the morning are not missed.

In many campaigns, a small leaflet or poll card is distributed, only to supporters, early in the morning on Election Day or the night before.

A roster of drivers and cars need to be arranged to offer supporters rides to the polls.

Most community campaigns will use their phone bank to contact supporters on Election Day.

When the polls close, some campaigns place scrutineers in polling places to monitor the count and report results to the campaign.

Organizing an Election Day operation requires early planning and is part of the overall strategic, written campaign plan.

### *A CUPE Campaign Directed at the Membership*

There are many different ways that local unions can encourage their members to get out and vote. It can simply be done by taking up the issue at membership meetings, or by stewards' spreading the word in the workplace. A simple piece of literature could be used to supplement these efforts.

However, one of the most effective ways of getting CUPE members out to vote is by intensive phoning from the local union office. What we are suggesting here is a simple phone bank with one or more telephones. All that is required is a membership list with telephone numbers and a simple script emphasizing the importance of voting. This could be set up by a small committee that would take responsibility for recruiting volunteers to work the phones or it can be done through Union Calling, a simple, easy and inexpensive process. For more information on this, go to [www.UnionCalling.ca](http://www.UnionCalling.ca).



# 8

## Making a Political Contribution

### Political Contributions in Ontario

The following details the general guidelines under Elections Ontario. Please note provincial procedures are very different from municipal and federal election donations.

In each year, any person, corporation or trade union can contribute up to \$8,400 to any provincial party. Also, you may contribute up to \$1,120 to any constituency association, but the total contribution to all constituency associations of the same party must not exceed \$5,600. In a non-election year, your maximum contributions to each registered party and its constituency associations, is \$14,000. Only contributions up to \$25 can be made in cash. Contributions over \$25 must be made as a cheque, money order, or on a credit card. You cannot give money anonymously.

### EXTRA CONTRIBUTIONS DURING AN ELECTION

At election time, you can give up to an additional \$8,400 to any provincial party and up to \$1,120 to any candidate so long as the total contribution to all candidates of the same party does not exceed \$5,600. Elections Ontario is silent on staffing campaigns, which allows our activists to work on campaigns while being booked off by local or provincial unions, without it being considered a contribution.

### MAXIMUM CONTRIBUTIONS

	To Party	To Constituency		To Candidate	
	Total	Each	Total	Each	Total
Annually	\$8,400	\$1,120	\$5,600	none	
Extra during an election	\$8,400	none		\$1,120	\$5,600

### INDIVIDUAL DONATIONS

How the Ontario Tax Credit Works (Note: personal contributions are tax deductible)

\$60 donation	=	\$ 45.00 tax credit
\$100 donation	=	\$ 75.00 tax credit
\$250 donation	=	\$187.50 tax credit
\$500 donation	=	\$334.50 tax credit



# B

## Candidates Questions

**C**UPE Ontario has identified 10 issues that are of key importance for our members and our communities across Ontario. Make sure that every union member has these questions to ask candidates when they come door-knocking.

Fact sheets and candidates questions on the 10 issues can also be downloaded at [www.cupe.on.ca](http://www.cupe.on.ca)

### Public Services

1. Will you work to stop the privatization of public services, including Public-Private Partnerships (P3s), Alternative Financing Procurements (AFPs), or any other name for privatization of public services that leads to the loss of good jobs and higher costs and loss of public accountability for these services?
2. Do you agree that contracting out and competitive bidding in the public sector results in the driving down of wages and the loss of benefits for workers? Will you actively oppose contracting out and competitive bidding in the public sector?
3. Will you promote public ownership and operation of municipal services—like water and sewage treatment, garbage disposal and recycling, arenas and libraries—and oppose privatization?

### HealthCare

1. Will you oppose the transfer of not-for-profit health care services to for-profit corporations?
2. Will you work to stop competitive bidding in home care and other parts of the health care system?
3. Will you commit to a minimum average of 3.5 hours of care per day for residents in long-term care homes?

### Municipalities

1. Will you call for services that have been downloaded to municipalities—like social services, housing and water protection committees—to be fully and adequately paid for by the provincial government?

2. Will you work to ensure that Ontario recognizes water as a public trust for future generations and make sure that all water services are publicly owned and operated, not privatized?

### Schools

1. Will you actively work to fix the flawed education funding formula now to ensure School Boards have the funds they need to provide safe, clean schools and quality education for students?
2. Will you support a 7-hour workday for Educational Assistants (EAs) so that they can adequately meet the needs of special needs students?
3. Will you oppose public dollars being used to fund additional faith-based schools that would fragment and divert funds away from our current cash-strapped public school system?

### Social Services

1. Will you support an accord between the province and community based social service agencies to set specific goals for reinvestment in core, stable, multi-year funding?
2. Will you press for increased funding for child care to allow for a provincial single rate child care system like they have in Quebec? Will you press for all child care funding to go only to publicly regulated child care?
3. Will you work to increase funding for developmental services, so that workers reach a liveable wage, and that agencies can pay workers and hire more staff to support people with intellectual disabilities?

### Universities

1. Universities are crumbling. Will you support increase funding for expansion, repairs and maintenance? Will you commit to having this work done in-house and to stop the contracting out that is occurring at universities?
2. Will you commit to restoring adequate government

# Putting People First

funding to universities to stop the commercialization and privatization of campuses?

3. Will you work to reduce tuition fees so that working families can attend university without incurring a huge debt? Will you press for the revamping of the student loan system currently in place so that major banks are not making huge profits on the backs of students?

## Good Jobs

1. Will you commit to restoring labour laws with “card check certification” for all Ontario workplaces so that unions can organize workplaces without harassment from employers?
2. Will you work to create a ‘Made in Canada’ policy that will help keep good jobs in Canada including jobs in smaller and northern communities in the province?

## Poverty

1. Will you support the implementation of a \$10 minimum wage now with regular increases to match the cost of living?
2. Will you work to restore social assistance rates and Ontario Disability Support Program (ODSP) rates to pre-1995 levels so that people can meet their basic needs?
3. Will you end the clawback of the National Child Benefit Supplement now, not in 2011?

## Equality

1. Will you support increased funds and a renewed mandate for the Ontario Human Rights Commission so that Ontarians can have full access to a human rights investigation and support without the aid of a lawyer through the Commission?
2. Will you work to restore full funding from the Province to pay the costs associated with proxy pay equity plans in public sector workplaces?
3. Do you support stronger measures to settle Aboriginal land claims in a more just and timely manner?

## Environment

1. Will you reverse legislation barring public power utilities from green power generation and end the secret private power deals? Will you use public power utilities to make a major investment in public renewable energy?
2. Will you commit to developing and investing in a real conservation program, led by public power utilities and others in the public sector, which includes a plan for new, green jobs in Ontario?
3. Would you ensure that working families are not forced to pay the price for more environmentally friendly practices and would you ensure that the governments environment strategy would assist all citizens to participate in converting to greener practices without undo hardship?