

**ONTARIO  
FEDERATION OF  
LABOUR**

**OUR  
FUTURE  
OUR FIGHT**

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**ACTION PLAN**



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ONTARIO FEDERATION  
**OF LABOUR**  
**ACTION**  
**PLAN //**

2021

The Ontario Federation of Labour represents 54 unions and one million workers. It is Canada's largest provincial labour federation.

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# CONTENTS

- 01 //** Preamble
- 03 //** Political terrain
- 05 //** Electoral math
- 07 //** Campaign strategy
- 12 //** Actions and timeline
- 21 //** Division of labour
- 24 //** After the election
- 29 //** Conclusion

**In the vision document, we tried to paint a picture of *what* we're fighting for. In the action plan, we explain *how* we're going to win it.**

One is about the future, and the other is about what we need to do right now.

**It's our future, our fight.**

The explicit goal of our campaign is to defeat Doug Ford's anti-worker government in the next provincial election, likely scheduled for June 2, 2022. And we plan to do that by electing a workers-first majority government led by the New Democratic Party.

Defeating Ford won't be an easy task, but it is within our reach. Indeed, our movement has never been better poised than we are now to send a clear majority of pro-worker representatives to Queen's Park.

But even that won't be enough. Getting the NDP elected is only the first step. As workers know all too well from the history of our movement, electing a pro-worker government doesn't guarantee that a pro-worker agenda will be implemented.

**In a system like ours, where wealth and power are concentrated in the hands of the 1%, we can be sure that the powers that be will resist our agenda every inch of the way, no matter how strong a mandate we win at the ballot box.**

We know that the corporations, the Boards of Trade, the business lobbyists, and their backers in the media will do everything they can to discipline, discredit, and demobilize a government that attempts to implement the kind of vision that has inspired our movement. They will stop at nothing to ensure that their agenda—and their ability to profit from our labour, our public services, and the environment—faces no barrier or restriction whatsoever.

That's why our campaign is divided into two parts: what we do *before* the election, and what we do *after* it. The two are directly related. In fact, we can't do one without the other.

*Before* the election, we need to build a province-wide movement of workers, our families, and the people in our communities to generate wide public support for the vision of the future that we all know is possible—and urgently needed. In other words, we need to build *capacity* for a workers-first agenda in every region of the province.

While we must urge our co-workers and neighbours to vote for the NDP in the next election, we know it's going to take much more than that to achieve our goals. We need to create the conditions that would make a vote for the NDP the most obvious next step in defeating Ford and

getting us closer to the future we need. And we need to make the case that voting for the NDP is just one part of a broader mobilization strategy to create a better Ontario for everyone.

*After* the election, we need to keep mobilizing. We need to take the momentum we build in the months before June 2, and let it carry us into the first years of an NDP majority government. We will need to show there is a strong mandate for a bold, progressive, and ambitious workers-first agenda in Ontario, and that our movement won't stop until we get it.

No political party can implement the kind of change we need without a movement behind it, constantly pushing it forward and holding it to account. The NDP in office will need us as much as we need them. And what we do *after* the election will be just as critical as what we do *before*.

**It all comes back to the vision of this campaign: Our future, our fight.**

That vision is much more than a reminder of what we're fighting for. It is the inspiration for this action plan.

#### **ACTION #1:**

**Ensure that the principles of the OFL's 2021 Our future, our fight vision document form the basis of this action plan and any subsequent work the OFL pursues, including the development of a comprehensive OFL program that includes specific public policy and legislation proposals that independently reflect the needs, demands, and aspirations of Ontario workers.**

No one but us, a mass movement of working-class people from all over Ontario, can deliver the future we need. We know from our lived experiences—from the struggles we've been through, and from the fights we're still fighting—what our families need, what our communities need, and what our planet needs to have a healthy, sustainable future.

And we know what we have to do to get it.

That's what this action plan is all about.

# **Our future, our fight: let's make it happen!**

# POLITICAL TERRAIN

**At the beginning of a military battle, the generals survey the landscape to try to get a sense of any obstacles they might encounter when their soldiers take the field.**

The same is true of a political fight. We need to assess the *political* terrain, in every part of the province, and build our campaign accordingly. What obstacles does our movement face? What barriers will we have to overcome to meet our goal, or move closer to it, in the weeks and months ahead? Do we have any advantages that might make the fight easier?

Let's start with the challenges.

First, it's always much more difficult to elect a pro-workers party than a party of big business. The labour movement doesn't have anywhere near the resources that the corporations do, and we don't have a pro-labour media to advance our message and reach a bigger audience.

We also have to take on ideas that are widespread in the public, including among many of our co-workers: that the only alternative to Doug Ford is the Liberals, that the NDP can't form government, that elections don't make a difference, or that Ford is actually for "the little guy."

**If we're going to build workers' confidence to vote NDP, we need to know *why* they might hesitate to do so.**

And then we need to make convincing arguments, *and demonstrate in practice*, that a vote for the NDP will make it easier to win our demands.

That leads us to the opportunities.

On the electoral front, our starting point is a strong one.

We're not entering this fight as a small third- or fourth-place party. The NDP is the Official Opposition and already holds 40 seats in the legislature. While the Liberals struggle to gain official party status, the NDP has formed one of the biggest parliamentary oppositions to a sitting government in the history of the Ontario legislature.

In terms of seats, this puts them in a stronger position to form the next government. At the same time, we need to be clear: current polling for the NDP is *below* 2018 levels, while Liberal support has moved up. There is still lots of time to recover, but we can't take anything for granted.

Another advantage we have is the widespread anger at Ford. Although his numbers have seen a bump in the polls at various times, in spite of his disastrous pandemic response, we know those numbers are weak. On the whole, most people are struggling under this government, and the impact of COVID has made their lives worse.

Indeed, one recent poll shows more than half the public disapproves of Ford, the worst rating of all party leaders.

And we know that anger at Ford goes well beyond the pandemic, which means there will be many reasons people think twice about another Ford government: from Ford's attacks on decent work, including the cancellation of the \$15 minimum wage and the elimination of paid sick days, to his cuts to public services, including making our health care system vulnerable to a global pandemic.

### **ACTION #2:**

**Develop campaign content that reminds the public of Ford's terrible record in office and makes the case for an agenda that would help make working people's lives easier and more affordable.**

We don't have to wait for an election to do so. Nor should we. At best, elections are just a few weeks long, and don't always focus on the issues that really matter to workers. They limit our sense of power to simply marking an X next to someone's name on a ballot.

Without a doubt, voting for the NDP is a critical part of our strategy, but it can't be seen as the *only* thing or the *most important* thing. We need to see it as the *culmination* of a longer mobilization process, in which we're changing people's ideas, raising their expectations of what's possible, and giving them a sense of their own collective power.

**We need to convey the idea that *we are the ones we've been waiting for*. After all, it's our future, our fight.**

At the heart of that idea is a truth: workers and their families make up the majority of people in Ontario. Those numbers represent the *potential* strength and power of our movement: the power of many.

Indeed, it is the success of the **Power of Many** campaign, which we launched at our 2019 Convention, that has propelled our movement to where it is today. And the **Power of Many** is the foundation on which we have built **Our future, our fight**. It is the inspiration for building a mass movement of workers and their families.

### **ACTION #3:**

**Build on the success of the 2019 Power of Many campaign and integrate its ongoing initiatives into the 2021 Our Future, our fight campaign.**

Whether we succeed in tapping into those numbers, and give expression to the power of many, will depend on what we do from the moment this Convention ends.

Our task is not an easy one, but we know what we have to do to achieve it. And we know that public support for the kinds of things we're fighting for—decent work, good public services, an end to racism and oppression, and a livable planet—is at unprecedented levels across the province, even if some workers don't yet associate these demands with voting for the NDP.

**The political terrain is favourable to our fight.**

**And that should give us confidence that we can win.**

# ELECTORAL MATH

**Winning elections is a numbers game. Or so the pundits say. It's what they call "the electoral math."**

Although our strategy goes well beyond the election, and is based on building a mass movement of workers and their communities, we know there is a lot to learn from the numbers. They give us a snapshot of the current balance of power, and help us figure out how best to change it.

At this moment, Doug Ford's Progressive Conservatives have 69 seats (although one of them is the Speaker of the House), out of a total of 124, which gives them a decent-size majority.

**Parties need 63 seats to form a majority. Remember that number.**

**As the Official Opposition, the NDP has 40 seats, just 23 away from a majority. Remember that number, too.**

The Liberals have seven seats, the Greens have one seat, "New Blue" has one seat, five independent MPPs each hold one seat, and one seat is vacant.

All of this adds up to 124 seats in total.

So to get the NDP to a majority, we need to *retain* all 40 seats they currently hold, and *flip* at least 23 other seats not currently held by the NDP.

So which seats are we most likely to flip? And how do we figure that out?

Again, we can learn a lot from the numbers.

**According to the electoral data from the 2018 election, the difference between a *majority* and a *minority* government for the Progressive Conservatives was just 14 seats.**

**And in the 14 seats where the margin of victory for the PCs was the smallest, the vote difference was only 22,701 votes.**

The NDP came second in all 14 of those seats, losing by just a few hundred votes in many ridings. If the NDP had won these seats, it would have left Ford with a minority government.

Just six more seats for the NDP, on top of these 14, would have stopped Ford from forming *any* government. Instead, the result would have been an NDP minority government. The difference was only 44,810 votes.

**Three more NDP seats on top of that, for a total of 23 more seats, would have produced an NDP majority government in the 2018 election. The difference was only 60,973 votes.**

Think about it.

Over 5.6 million votes were cast in the 2018 election, a turnout of just under 57%.

The difference between a Ford majority and an NDP majority—about 61,000 votes—represents just 1.1% of all votes cast.

**In the last election, that's all it would have taken to stop Ford in his tracks: not millions of votes, just 61,000.**

But that was then, this is now.

**The electoral landscape will not be the same in 2022 as in 2018. We need to understand how polls have fluctuated since then.**

And we need to be strategic about it: identify the ridings where the margin of victory between the winner and the runner-up NDP candidate was the smallest, and then focus on closing—and overcoming—the gap.

#### **ACTION #4:**

Develop the campaign strategy of Our future, our fight based on the latest and most reliable polling data, both province-wide and riding by riding, and adjust accordingly as numbers change.

So here's the electoral math we need to win:

First, we need to hold all 40 seats the NDP won in the last election. In some of those ridings, the NDP margin of victory was small. So we need to think about how to improve those margins and win more decisively in 2022.

There are ten seats that fall in this category.

Second, we need to add *at least* 23 more seats to the current NDP tally to get to the magic number of 63. But 63 would be the bare minimum to form a majority government. We need to aim for a bigger majority. We need some room to breathe.

So instead of targeting just 23 more seats, we're going to target a total of 30. And the seats we target will likely be in ridings where the margin of victory is the smallest and where just a small improvement could make a big difference.

**Let's be completely clear. Our campaign intends to support NDP candidates in every single riding in Ontario. And many of us will no doubt volunteer in ridings where we live or work, no matter the result in 2018.**

#### **ACTION #5:**

Develop a campaign strategy that includes all 124 ridings in Ontario, that assesses the relative strength of the labour movement and the density of union members in each one, and that accordingly mobilizes strategically and collaboratively.

**But some ridings need more support than others. That's where our movement could make all the difference.**

And that's exactly what we're going to do!

**In the last election, that's all it would have taken to stop Ford in his tracks: not millions of votes, just 61,000.**

# CAMPAIGN STRATEGY

**The starting point of any strategy discussion is being clear about your goals.**

The **goal** of **Our future, our fight** is unambiguously clear: we are aiming to elect as many NDP MPPs as possible in the June 2022 Ontario provincial election. We believe an NDP majority government would create the best opportunity for the labour movement to win the workers-first agenda that we have proposed in our vision document.

## **ACTION #6:**

**Build the Our future, our fight campaign around the OFL's decision to support the New Democratic Party in the June 2, 2022 provincial election.**

## **ACTION #7:**

**Design the actions, events, and timeline of Our Future, our fight in a way that allows all affiliates to participate, especially in issues-based campaigns and other initiatives where there is shared interest and support throughout the labour movement.**

As we have said elsewhere, winning the election is not the *only* step, but it's a critically important one.

So if that's our goal, our **strategy** must provide a general plan to achieve it in the next seven months, between now and the election on June 2, 2022.

The specific actions we take at any given time, in support of the overall strategy, are the campaign's **tactics**. Choosing which tactics to use depends on the circumstances at that particular moment and what best fits the situation. A demonstration in front of Queen's Park might get good media coverage in Toronto, for example, but perhaps a labour-organized community picnic in Peterborough would attract more supporters in that region. And while a door-to-door canvass might work well in Sudbury, maybe a phone-zap would mobilize more voters in Kiiwetnoong.

So what is our strategy? How will we elect more NDP MPPs?

## **ACTION #8:**

**Aim to build Our future, our fight as a united working-class movement that connects all struggles and campaigns across Ontario.**

We need a movement that educates and mobilizes each other, our co-workers, and the people in our communities, and that advances a vision that inspires all of us to fight. As we discussed in the vision document, that includes:

- › A just recovery
- › Justice for workers
- › Healthy and safe workplaces
- › Equity, racial justice, and real reconciliation
- › Universal, accessible, and well-funded public services
- › Climate justice and a livable planet

A movement is not something directed from a laptop, called into being by a resolution, or announced in an email blast. A movement is something that people build, over time, as they organize together and fight for a common cause. **Our future, our fight** is organized around this core principle: that the organized and coordinated self-activity of workers and their allies has the potential to build a transformative mass movement in Ontario.

But we need to ensure that our campaign creates many pathways for people to join us, both well seasoned activists and those taking their first political steps—and everybody in between!

### **ACTION #9:**

#### **Organize Our future, our fight around the following best practices and tried-and-true organizing methods:**

- › The same principles of equity, inclusion, and anti-oppression that we campaign for at work must inform all our organizing practices and how we engage and mobilize each other. We must intentionally create space for new leadership to emerge, develop, and lead.
- › We all learn by doing. When people have the chance to participate in something, to experience it for themselves, the lessons they learn are more lasting and meaningful, and more likely to lead to action.
- › The system tells us over and over again that change isn't possible. This is one reason we lack confidence in ourselves and fail to recognize our potential power. Collective organizing is more than getting things done. It's about building our confidence to do more than we thought possible.
- › Our members and our allies have rich insights, experiences, and knowledge to share. We need to ensure we hear them, understand them, and incorporate them into our campaign. When we all have a sense of ownership of the struggle, we fight harder to win.
- › We need coordination and unity, but also tactical flexibility. Our movement will be stronger if it expresses the richness and diversity of every region of the province, and if affiliates, members, community allies, and neighbours can tailor the campaign to the issues and concerns that matter most to them.
- › Our vision of the labour movement is a broad and inclusive one: not just workers in unions, but all workers, regardless of their union membership or affiliation. Non-union workers are usually part of highly organized networks of activists and community members, and we need to connect with them and learn from them as equals.



Many, if not all, of these principles will be familiar to us, from the work we do with members in our locals, with allies in the social movements, and with friends and neighbours in our communities.

Building on these principles, the campaign strategy of **Our future, our fight** will encompass four key tasks, which will be completed over the course of the seven months leading to the election on June 2, 2022, and in the months after it.

First, we must **IDENTIFY** all our current and potential supporters, both inside and outside the labour movement, as well as the ridings we need to flip to get to the magic number of 63 (remember “the electoral math”) and elect a majority NDP government in Ontario.

Second, we must **ENGAGE** this audience of current and potential supporters on the issues that matter most to them, and which inspire the vision of **Our future, our fight**, and begin a sustained conversation with them about how we win the Ontario we all need.

Third, we must **PERSUADE** this audience of current and potential supporters that the best way to win the Ontario we need is to get involved in our campaign and, as it continues over the next seven months, to vote for the NDP in the provincial election on June 2, 2022.

Fourth, we must **MOBILIZE** this audience of current and potential supporters to participate in a range of local, regional, and province-wide actions over the coming months, and to build a working-class movement in Ontario that will continue mobilizing well past the election.

These steps will begin to make more sense when we see them applied to concrete actions and measurable timelines. Actions and timelines will be discussed in more detail in the next section.

In general, **Our future, our fight** envisions two types of activities or actions that, at the local and regional levels, will form the basis of our campaign and require a sensitive division of labour among our forces.

The first type is the more traditional, **partisan** campaign-style activity that usually takes place in the lead-up to an election call and during the election campaign itself. This kind of activity is explicit in its call for a vote for the NDP and is largely conducted or directed by the NDP itself: party staff and organizers, local candidates and their campaign teams, and NDP supporters and volunteers—especially from the labour movement and local campaigns.

**Anyone who has ever worked on an election campaign in a local riding is familiar with this kind of activity.**

It includes door-to-door canvassing, phone-banking (connecting with supporters, asking for their support, seeking donations, etc.), volunteering at a local campaign office, delivering lawn signs, holding campaign rallies and events, mobilizing for local debates and media opportunities, and so on.

The second type is the broader, **non-partisan** (though usually NDP-friendly) mobilizing and campaigning activity of social movements that generally happens all the time, especially outside of election periods. This kind of activity avoids public endorsements of any candidate or party, although their demands usually align or overlap with the NDP platform. Their “neutral” or non-partisan approach is often linked to funding that restricts partisan activity or to a basis of unity that focuses on a single issue or a limited set of demands.

**Many of us are active in these campaigns in our communities, usually as representatives of our unions.**

This kind of activity includes many of the same tactics as partisan campaigning, but more commonly involves hosting public meetings or panel discussions, petitioning on street corners, distributing campaign materials such as posters and leaflets (print and digital), organizing demonstrations, engaging the media, and so on.

We should note that, among activists, there is significant movement back and forth between these two types of activity. Lots of social movement activists who spend much of their time in a particular campaign will volunteer for the NDP during an election. Indeed, some of its best candidates are those with roots in the labour and social movements. But the type of activity they engage in depends on the particular hat they’re wearing at any given time.

**The reason this division of labour matters is that we need to know who among our forces is best poised to do which type of activity, and who is not.**

If we’re serious about partnering with allies in the social movements and in our communities, in order to engage in common activity together, we need to do so sensitively, respectfully, and with reasonable expectations.

Many of these groups are already doing excellent work to create wide public support for issues that connect with the NDP’s platform, even if they aren’t in a position to endorse the NDP publicly. We need to be part of that work, as members of these campaigns, to deepen that support among the public and create the conditions in which it translates into votes for the NDP.

More importantly, we need to tap into the vast networks and audiences that these groups have already organized and regularly engage, which includes large numbers of people who could be convinced to vote NDP, but who don’t always vote or sometimes vote for other parties.

**ACTION #10:**

**Ensure that Our future, our fight connects, coordinates, and engages with existing campaigns and networks in the social movements and our communities.**

This is not about reinventing the wheel or starting from scratch. Instead, our approach should be to provide meaningful support for what is already moving and to help social movements deepen their roots among labour activists and within unions.

The good news is that the Ontario Federation of Labour, including its affiliates, is already doing this kind of work quite effectively. For example, it has been a partner with the Justice for Workers campaign (formerly the Fight for \$15 & Fairness) for many years now, and hosts monthly, Ontario-wide organizing meetings that plan local, neighbourhood-based campaigning activity on decent work issues.

This is just one example of the many partnerships or relationships that the OFL has successfully cultivated with social movement and community groups. There are many more, from the Ontario Health Coalition, to the Coalition of Black Trade Unionists, to 1492 Land Back Lane, to the Ontario Federation of Union Retirees, and so on.

*How* we participate in the non-partisan, issue-based campaigns, at the same time as we also participate in explicitly partisan, pro-NDP campaigns, will come down to the coordination and deployment of our forces: who can do what activity at any given time, and with which partners and allies?

Our numbers are big enough that we can be engaged in *both* types of activity. And we have the experience and insight to understand how these types of activity relate to one another.

### **ACTION #11:**

**Develop a series of campaign activities and escalating actions that affiliates, members, and allies could help organize, lead, and/or participate in at the local level, while connecting to the broader campaign regionally and province-wide.**

The local level is where new people will get involved, join our movement, and help us extend our reach into the community. Our overall impact will depend on how well we do this in every region of the province.

Along with these activities, the next section proposes a general timeline, so we have a collective sense of how one action leads to another, and builds momentum over the coming months towards the June 2, 2022 provincial election and well into the mandate of the next government.

# ACTIONS AND TIMELINE

**When we're effective at building issue-based support among the wider public for demands that are important to the labour movement, we create the best possible conditions for people to move towards the NDP and vote for it in elections.**

That includes many of our own members who, without the possibility of being involved in a campaign with other workers or people in their communities, might not be as receptive to labour's call to vote for the NDP. **Our future, our fight** is strategic in how it engages *all* our members, as well as the broader public, and wins them to the project of electing an NDP majority in the June 2, 2022 provincial election.

**This is where we get concrete. This is where the rubber hits the road.**

Between the end of the OFL Convention and the provincial election on June 2, 2022, **Our future, our fight** will conduct a series of province-wide actions and events that are centrally organized and/or coordinated by the OFL and that will serve as milestones for the campaign. The goal is to create a common mobilization timeline, around which affiliates could organize regional and local actions and that complements affiliate campaigns in the works or already underway.

These province-wide actions and events will include:

- › An online survey of affiliates that agitates on a workers-first agenda
- › A series of online and in-person campaign trainings for trade unionists
- › A digital and traditional media campaign
- › A series of centrally coordinated phone banks and canvasses
- › A mobilization kick-off event and Activist Assembly
- › A province-wide Day of Action on May 1 that calls for a workers-first government
- › A Get Out The Vote plan for E-Day
- › The first step of the campaign is to identify within the labour movement all our current and potential supporters.

## **ACTION #12:**

**Launch a province-wide online survey of affiliates, in the weeks following the OFL Convention, to engage at least 10,000 members on the issues that matter most to them and to identify the varying levels of support among them for the vision that inspires Our future, our fight.**

In this sense, the survey will function not only as an agitation tool, but also a mapping one: where do we already have support among members, including those who identify as NDP voters or who are planning to vote for the NDP in the next election? And where do we have potential support among members, including those who support our issues, but who don't yet connect them to the NDP, or who are leaning towards us, but need more convincing?

Once we identify *current* supporters, we can get them involved in campaign activity right away. And once we identify *potential* supporters, we can get them involved in campaign activity as their confidence grows and as they become more convinced to be part of our movement.

**The key will be ensuring that we have lots of activity to participate in and that it's easy for members to get involved.**

### **ACTION #13:**

**Host a series of campaign trainings for trade unionists, both province-wide and regionally, starting in December 2021 and running at various points up to the June 2, 2022 election.**

These training sessions are among the first actions our members (and possibly allies) could join and will help build, develop, and share members' campaign skills such as phone banking, door-to-door canvassing, using social media, collecting and organizing voting data, running a local campaign, and so on. These trainings will also help affiliates and local labour councils create and expand the infrastructure needed to deploy these skills at the local and regional levels.

We also need to identify current and potential supporters *beyond* the labour movement.

### **ACTION #14:**

**Launch a sophisticated digital and traditional media campaign that specifically targets ridings the NDP needs to win, along with ridings where the NDP needs to shore up its support, as part of an Ontario-wide engagement strategy that promotes NDP leader Andrea Horwath, and the party's platform and vision, in contrast to Doug Ford's decidedly anti-worker record.**

In particular, the strategy aims to:

- › Re-introduce Andrea Horwath as the credible alternative to Doug Ford, and remind the public that the NDP Official Opposition is best poised to form the next government in Ontario.
- › Amplify Ford's terrible record, reminding voters of the harms he has caused Ontarians, from his attacks on decent work laws, to his cuts to public services, to his disastrous handling of the pandemic.
- › Grow our list of supporters in targeted ridings and across the province, in order to build capacity for the ground game during the election period.
- › Engage tens of thousands of people on multiple platforms and draw them into digital actions, such as signing an online petition for paid sick days, for example, that lead to in-person actions, such as volunteering, canvassing, or voting for an NDP candidate.
- › Run multiple weeks-long waves of digital video and graphic advertising with these

messages at strategic moments leading up to the election period, reaching between 1.5 and 2 million targetable voters.

- › Run a final wave of advertising in the final month of the campaign, targeting a narrower audience of 500,000 voters in targeted ridings we need to win.
- › Run non-partisan Get Out The Vote advertising in areas with high NDP support but historically low voter turnout.
- › Generate multilingual content on all platforms in ridings with large communities of non-English language speakers, especially in targeted ridings where French, Punjabi, or Tamil are widely spoken, for example.
- › Generate political content that connects with local issues in targeted ridings, as well as broader issues that enjoy high, province-wide support.

This digital media campaign will be designed, in consultation with the OFL leadership and staff, and implemented by a professional advertising firm with connections to progressive movements and a proven track record in pro-labour election campaigns across Canada and internationally.

Like the survey of affiliates, the media campaign will help us identify current and potential supporters, but beyond the labour movement. Crucially, it will also complement all the on-the-ground work that we hope to carry out as part of the broader campaign, **Our future, our fight**, and help prime the wider public (audiences of hundreds of thousands of voters) for the kind of vision that the campaign promotes.

### **From clicking to canvassing:**

#### **How does digital media find volunteers and turn them into voters?**

A campaign as ambitious as **Our future, our fight** needs lots of volunteers to achieve our goal: defeating Doug Ford's government at the next election, and electing a majority NDP government instead.

But we need much more than volunteers! According to the electoral math, we need to find—and mobilize—tens of thousands more NDP voters who will help us flip a minimum of 23 seats in next year's provincial election. And as polls tighten, as they continue to do, we're going to need even more NDP voters than that.

So how can a digital media campaign help?

Let's start with the basics. Just like the broader campaign, the digital media campaign encompasses four key tasks, which it aims to repeat over and over again between the end of the OFL Convention and the provincial election on June 2, 2022: **IDENTIFY, ENGAGE, PERSUADE**, and **MOBILIZE** current and potential supporters.

It does this in a variety of ways, from running online ads about Doug Ford's terrible record in office, to promoting an in-person event such as the province-wide Day of Action on May 1, to circulating an online petition for paid sick days, just to give you a few examples.

#### **And it all comes down to data. And what we do with it.**

Imagine you're scrolling through your Facebook newsfeed and an ad comes up about Ford's disastrous handling of the pandemic. The ad has a link to an online petition for paid sick days.

Now imagine that you don't consider yourself "political" or identify with any particular party. But you don't have paid sick days at your job and you believe workers need them to stay safe.

So you click on the ad, sign the petition, and share your contact details. You might even click a box that says "Contact me about next steps."

In just the few seconds it takes to go from seeing an ad to signing a petition, you have shared all kinds of data about yourself: that you're unhappy with Ford's record, that you support a key issue of our campaign, and that you're open to taking the next step.

Now imagine tens or hundreds of thousands of people all over Ontario responding to our campaign this way over the next seven months.

These small acts help us **identify** current and potential supporters well beyond the labour movement, including non-unionized workers, and provide us with the information we need to **engage** them about other related issues, to **persuade** them over time that voting for the NDP is the best way to win our demands, and to **mobilize** them to take more action, from signing and sharing another petition, to attending an in-person organizing meeting, to volunteering for a neighbourhood canvass, to showing up to vote for the NDP on June 2, 2022.

The digital media campaign we have in mind is much more comprehensive than this, but these examples should give you a glimpse of how it works.

At the beginning of the campaign, most of the content will be issue-based, and not necessarily a partisan appeal to vote for the NDP. This is a strategic decision. Support for the issues that matter most to us—decent work, paid sick days, public services, a healthy planet, and so on—enjoy the highest public support when they are not directly associated with any one political party.

So we begin to identify and engage current and potential supporters based on issues we know they support or are likely to support. And as we continue to engage them, we begin to persuade them that the next natural step is a vote for the NDP, and then mobilize them to join our campaign and/or vote NDP on June 2, 2022.

**From clicking to canvassing, and from volunteering to voting, it's an important part of our strategy to build a mass movement over the coming months and elect a majority NDP government at the next provincial election.**

The on-the-ground work that we hope to carry out as part of **Our future, our fight** is absolutely critical, especially as we pour resources into finding and identifying current and potential supporters.

#### **ACTION #15:**

**Ensure there are multiple pathways for current and potential supporters to join the campaign and be part of our growing movement, including in the series of escalating actions and events that form the Our future, our fight campaign timeline (from November 2021 to November 2023), especially the March 2022 Activist Assembly, the province-wide Day of Action on Sunday,**

May 1, 2022 (May Day), the post-election Day of Action in June (or July) 2022, the Workers' Assembly on Health Care in Fall 2022, the OFL-led Labour Summit on Renewing the Labour Movement (and increasing union density in Ontario) in mid-2023, and any other local, regional, and/or province-wide actions to be organized with affiliates, labour councils, social justice partners, and community allies.

**In other words, we need a series of accessible, confidence-building, and escalating activities that our supporters can participate in.**

#### **ACTION #16:**

**Conduct a series of centrally coordinated phone banks and canvasses in early 2022 that will begin to engage our members and the wider public on our vision for a workers-first Ontario.**

The phone banks and canvasses will allow us to conduct critical outreach, collect data and generate feedback, and plug people into actions that build their confidence and our capacity.

Like the broader campaign and digital media campaign, the phone banks and canvasses will initially engage on issues, but gradually move the conversation towards supporting and voting for the NDP at the next election, especially as we move closer to the official campaign period.

By the time of the election, phone banks and canvasses will be fully focused on mobilizing current and potential supporters to vote for the NDP on E-Day and, where possible, getting them active in the campaign itself.

#### **ACTION #17:**

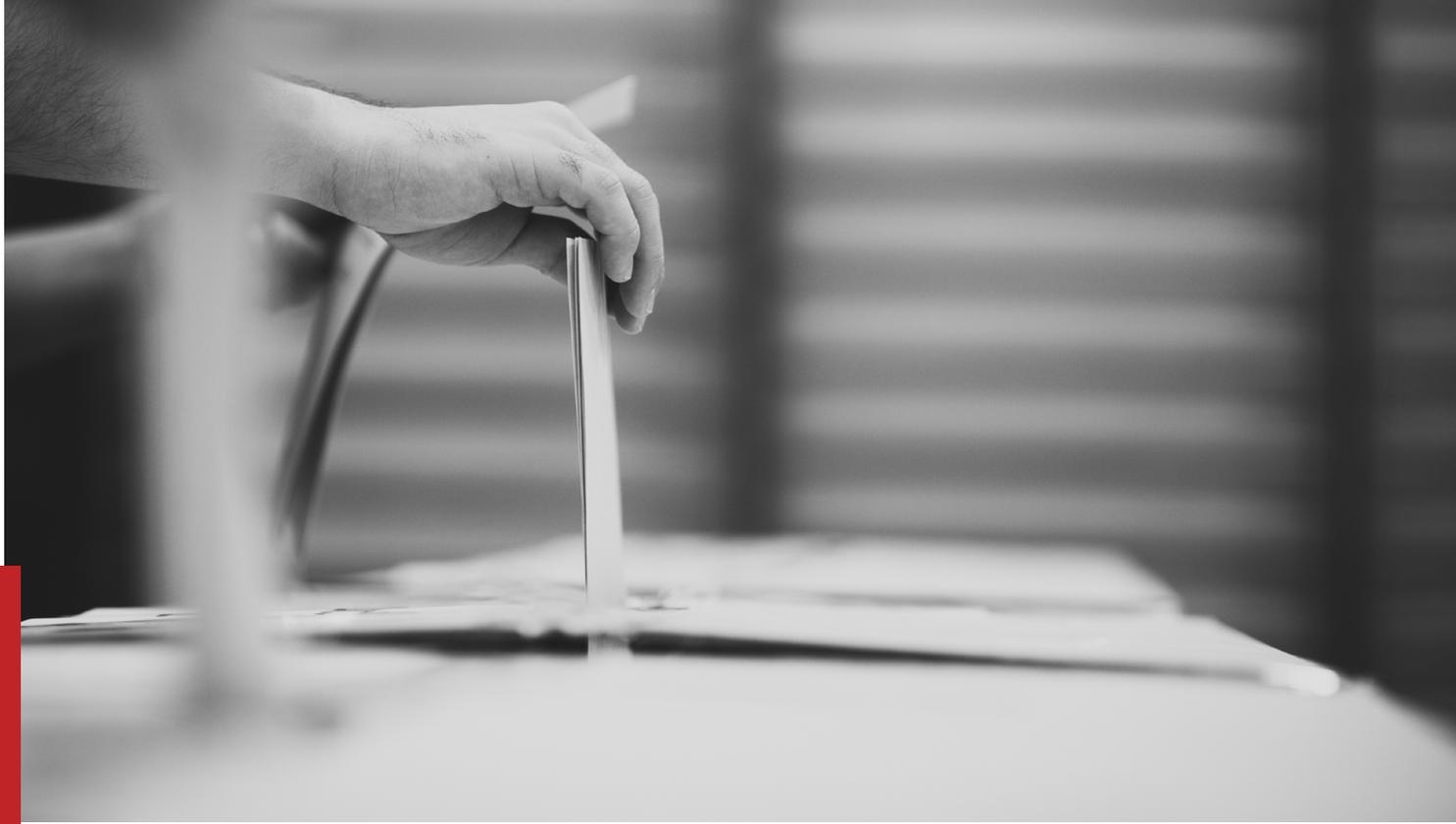
**Organize a mobilization kick-off and Activist Assembly in early March 2022, about half-way through the campaign, with a target of 1,000 participants.**

The Activist Assembly will function as a milestone event and provide a focal point for our growing base of supporters as they plug into the campaign, share skills and build new ones, and kick off a two-month mobilization towards another milestone event we plan to organize.

#### **ACTION #18:**

**Organize a province-wide Day of Action on May 1, 2022 that calls for a workers-first government in Ontario, with a target of 10,000 participants at an action in the Greater Toronto Area and 20,000 at regional actions across the province.**

The two-month period between the mobilization kick-off and the May 1 action will represent an escalation and intensification of **Our future, our fight**, as we squarely put our key issues on the agenda all across Ontario in the period immediately preceding the election. This is the moment we expect to shape the political terrain on which the next provincial election will be fought. And we intend it to be fought on the issues that matter most to us, and that favour the election of a majority NDP government.



Besides providing another focal point for our campaign, May 1, 2022 is likely the start of a month-long campaign period leading to the provincial election on June 2, just over one month later. The May 1 action, therefore, also represents the moment we shift into high gear for the most intense part of **Our future, our fight**: mobilizing supporters throughout the election campaign itself and getting them to the polls on E-Day.

#### **ACTION #19:**

**Develop and carry out a well organized and well resourced Get Out The Vote plan on June 2, 2022, where months of organizing will culminate in what we plan to deliver as the largest ever vote for the NDP in Ontario's history.**

In addition to these milestone actions and events, which will be centrally organized and coordinated by the OFL, **Our future, our fight** will include a wide range of locally and regionally based activities, tailored to local and regional issues, but connected to a united working-class movement at the provincial level.

#### **ACTION #20:**

**Ensure that the campaign's milestone actions and events are organized in a way that complements local and regional activities and maximizes the potential for cooperation and collaboration among affiliates, stewards' networks, labour councils, social justice partners, and community allies.**

Here is how all these activities—local, regional, and province-wide—appear together in a single timeline, starting at the OFL Convention, through to the provincial election on June 2, 2022, and well into the first mandate of the next Ontario government.

#### **ACTION #21:**

**Adopt the following timeline, including its specific tasks, as a guide to implement all the actions of Our future, our fight in the coming months, both before and after the June 2, 2022 election.**

## November 2021

### Actions:

- › Begin to implement the full recommendations of “Building a Better Movement: Final Report OFL Anti-Oppression Review 2021”
- › Design a sector-based survey of affiliates and members
- › Review latest polling data to identify 40 ridings to be targeted as part of the campaign: 30 non-NDP seats to gain and 10 NDP seats to improve margins
- › Map all 124 ridings in Ontario and organize into regional hubs based on these questions:
  - What is the density of union members who live and/or work in each riding?
  - Which labour bodies are active and could participate in a local mobilization?
  - Which local campaigns, struggles, community groups, etc. are active and could participate? Is labour active in these campaigns?
  - Which members, activists, allies, etc. could participate?
  - When could a meeting be scheduled (before the end of 2021) to strike a local organizing or coordinating committee?
  - What are the key local issues?
  - What does the local activist calendar look like to the end of June 2022?
  - How did the NDP perform in the last election? Is this a targeted riding?
  - What are the demographics? Languages spoken?
  - What is the potential for regional coordination and collaboration among labour?
- › Schedule a local meeting in each regional hub to strike a local organizing or coordinating committee and meet at least once before the end of 2021
- › Develop a calendar of possible activities and actions in each local committee to the end of June 2022
- › Develop a training series for members on phone banking, door-to-door canvassing, using social media, collecting and organizing voting data, running a local campaign, and so on
- › Assist affiliates and local labour councils to create and expand the infrastructure needed to deploy these skills at the local and regional levels

## December 2021

### Actions:

- › Identify representatives from each of the local organizing or coordinating committees
- › Strike a province-wide Our future, our fight coordinating committee/leadership body, which would report to the OFL Executive Board and the OFL Political Action Committee
- › Hold a day-long planning meeting and mobilization training with the province-wide coordinating committee members
- › Launch the sector-based survey of affiliates and members (and run for four to six weeks) and recruit and train stewards and activists to disseminate the survey
- › Consult and confirm with social movement and community allies in each regional hub their agreement to mobilize starting in January 2022 towards a province-wide Day of Action on Sunday, May 1, 2022 that would organize around a broad social justice and workers-first agenda: \$20 minimum wage, paid sick days, access to a union, healthcare and other public services, a healthy planet, etc.

- › Begin preparing province-wide campaign materials, in conjunction with the digital media strategy, in order to announce in January 2022 the call for the May 1 action, including the mobilization kick-off and Activist Assembly
- › Launch the first of the series of campaign trainings for members

## January 2022

### Actions:

- › Hold a province-wide day-long planning meeting and mobilization training open to participants from across Ontario, mobilized by their local organizing committees, to start the planning and mobilization for the May Day action, including the mobilization kick-off and Activist Assembly in March 2022
- › Set and announce the date of the mobilization kick-off and Activist Assembly
- › Schedule local organizing meetings in each regional hub for the May Day action
- › Organize local outreach and campaigning actions based on local issues, campaigns, events, etc.
- › Launch the first round of phone banks and canvasses in targeted ridings

## February to March 2022

### Actions:

- › Conclude the sector-based survey of affiliates and members and begin analyzing data
- › Publish results of the survey and disseminate to the coordinating committee, local committees, etc.
- › Launch the second round of phone banks and canvasses in targeted ridings
- › Host the mobilization kick-off and Activist Assembly
- › Disseminate province-wide campaign materials for the May 1 action
- › Launch the first round of local and regional mass leafletings of workplaces, neighbourhoods, and transit hubs
- › Continue local organizing initiatives and coordination with the province-wide coordination committee

## April 2022

### Actions:

- › Increase the frequency and type of local actions, where possible, to focus on promotion of and mobilization for the May 1 action
- › Launch the third round of phone banks and canvasses in targeted ridings, including new contacts collected since the start of the campaign
- › Launch the second round of local and regional mass leafletings of workplaces, neighbourhoods, and transit hubs

## May 2022

### Actions:

- › Hold one (or more, where possible) May 1 action in each of the regional hubs, bringing together all local campaigns, struggles, movements, etc. for a mass, province-wide demonstration in support of a broad social justice and workers-first agenda

- › Announce at the May 1 actions plans for a similar post-election province-wide day of action for shortly after the election; the post-election day of action will build capacity and deepen support for an NDP government to implement its agenda or, in the event of a different outcome, establish immediate public opposition to a government hostile to a workers-first agenda or labour's interests
- › Use the May 1 action as the kick-off to the formal campaign period of the election and transition activists towards NDP campaigning and electoral activity
- › Host a province-wide telephone town hall, involving our growing base of supporters and activists, to organize a Get Out The Vote (GOTV) plan for E-Day, drawing on all data collected throughout the broader campaign and digital media campaign
- › Launch the fourth round of phone banks and canvasses in targeted ridings, including mass canvasses with a goal of 100 volunteers in each targeted riding

## June 2022

### Actions:

- › Carry out the GOTV plan for the June 2 election and deploy to ridings all supporters, volunteers, activists, organizers, etc. recruited throughout the campaign, with additional resources provided to targeted ridings
- › Mobilize towards the post-election day of action
- › Hold one (or more, where possible) days of action in each of the regional hubs, bringing together all local campaigns, struggles, movements, etc. for a mass, province-wide demonstration in support of a workers' agenda

## July 2022

### Actions:

- › Organize a province-wide meeting to assess the impact, success, etc. of the Our future, our fight campaign
- › Organize a summer organizing school to generalize lessons from the previous months of organizing and to plan to continue mobilizing under the new government, based on the most urgent political issues and needs of the labour movement at that time
- › Develop a plan to host a province-wide workers' assembly on health care, including issues such as pay and compensation, conditions of work, the staffing shortage and retention crisis, ongoing pandemic preparedness and health and safety, etc.

### **ACTION #22:**

**Empower local and regional affiliates and organizing bodies to determine the frequency, type, and range of local campaigning activities and actions, based on their capacities, access to resources, number of volunteers, and political conditions.**

Actions for the May 1 event could include anything from a city-wide demonstration and march, to a smaller stationary rally, to a family-friendly community picnic, to a day-long conference, etc.

All local activities and actions would be organized in and around the dates of the province-wide "milestone" actions and events proposed in the timeline, based on the local activist calendar and coordination across regional hubs.

# DIVISION OF LABOUR

**One of the labour movement's greatest strengths is its diversity.**

We are made up of workers from all backgrounds and communities, in every type of job and work, and in every region of the province.

After decades of fighting for working people, we have built a vast network of labour bodies in towns and cities across Ontario, from the local, workplace-based union executive committee, to the city-wide labour council, to the province-wide labour federation—and everything in between. Each of these bodies has a critical role to play in making the labour movement function.

And each of them has a critical role to play in **Our future, our fight.**

**It is this division of labour that allows us to fight on many fronts, to connect our many and diverse struggles, and to build a united working-class movement.**

We rely on our **affiliates**, the 54 unions that make up the Ontario Federation of Labour, to engage, educate, and mobilize their own members, especially through networks of **stewards**, and we trust them to lead campaigns that best reflect their members' needs and concerns. We see this work as complementary: everything our affiliates do represents a contribution to the labour movement as a whole.

We rely on our **labour councils**, based in towns and cities across Ontario, to unite affiliates on a local and regional basis. Their work provides the necessary coordination for the labour movement to sink roots in our communities, to be active and effective in local struggles, and to provide meaningful solidarity to one another.

And we rely on our **social justice partners** and **community allies** to lead struggles outside the workplace, beyond the immediate scope of the labour movement, and to share their knowledge, insights, and expertise on a range of issues that affect all of us, from climate change, to Indigenous sovereignty, to peace and disarmament, and more.

## **ACTION #23:**

**Draw on—and expand—this division of labour in order to carry out each of the actions and events that comprise the campaign.**

But to make them effective, and to build momentum from one to the other, requires a high level of coordination.

That's where the OFL comes in.

Our leadership bodies, especially the Executive Board and the Political Action Committee, along with all other Standing Committees, staff, and organizational infrastructure, will be deployed to provide coordination among affiliates, labour councils, and social justice partners and community allies as we conduct the **Our future, our fight** campaign over the next seven months.

#### **ACTION #24:**

**Establish an OFL-led “war room” for the entire labour movement in Ontario and take on the key organizational tasks of the campaign, including:**

- › Anchoring all the province-wide actions and events that form the backbone of **Our future, our fight**
- › Collecting, managing, and sharing data from the survey of affiliates
- › Directing the digital and traditional media campaign
- › Creating opportunities for contacts, volunteers, and activists to plug into campaign activity in ridings all across Ontario
- › Providing logistical and “boots-on-the-ground” support to affiliates at the local and regional level, including hiring six full-time organizers for the duration of the campaign
- › Tracking the latest polling in specific ridings and across the province
- › Identifying and organizing regional hubs where resources may be deployed strategically
- › Managing the pace of the campaign from one action or event to the next
- › Overseeing the labour movement’s GOTV campaign on E-Day
- › Creating a performance metric to measure the success of **Our future, our fight**, both as the campaign is underway and once it has been completed

#### **ACTION #25:**

**Establish concrete and measurable targets and deadlines as part of a week-by-week implementation plan of the above organizational tasks, including the number of surveys completed, the number of current supporters and activists mobilized, the number of new supporters recruited, etc.**

For example, our campaign aims to double the total number of labour volunteers by the end of the election period.

The primary objective of this particular division of labour, and of the central coordinating role of the OFL, is to build a province-wide campaign that *complements* the ongoing work of affiliates and the campaigns they have planned in the months ahead.

By taking on the central, province-wide tasks of the **Our future, our fight** campaign, the OFL aims to lighten the loads of affiliates and other labour bodies, avoiding any unnecessary and ineffective duplication of effort, and allowing them to focus on the tasks that they are best poised to carry out.



At the same time, the OFL aims to create many pathways into the province-wide campaign, leaving it up to affiliates to plug into those actions and events that best meet their members' needs. Likewise, the campaign aims to build on work already underway and to make it easy for affiliates to participate, in whatever ways they choose.

In other words, **Our future, our fight** recognizes the strength that comes from the many different threads of the labour movement, and will create as many opportunities as possible to weave them together into a united working-class movement.

Those opportunities exist in each of the province-wide actions and events that the OFL has committed to anchor, providing a backbone of activity for the entire campaign and a province-wide focus for all participants.

The creation of regional hubs will be a critical step towards these goals. By organizing those parts of the province where the labour movement has well established roots and traditions with those parts that do not, the OFL can help deploy resources strategically and build stronger networks across regions.

For example, the OFL could help facilitate and coordinate organization among multiple labour bodies across a particular region as they mobilize for the province-wide Day of Action on May 1. Instead of hosting multiple and potentially disconnected and isolated actions in every locality, local labour bodies could combine their efforts, with support from the OFL, for a bigger, more high-profile regional-wide action that builds momentum across the province.

#### **ACTION #26:**

**Amplify local or regional issues that might get less attention in a single province-wide action, such as a one-off demonstration at Queen's Park, and connect with local or regional campaigns that could help extend the labour movement's reach to hundreds and thousands more people.**

That kind of focus will be necessary to connect with new layers of activists, volunteers, and voters, and to mobilize them to vote on June 2, 2022.

**This is how we're going to build a stronger, better coordinated, more deeply rooted labour movement in every region of the province.**

**And it's how we're going to flip the seats we need to win a majority NDP government.**

# AFTER THE ELECTION

With just seven months before the provincial election, this action plan must focus *by necessity* on what we do between now and then.

**But what we do *after* the election will be just as important as what we do *before* it.**

If we succeed in achieving the goals of **Our future, our fight**—primarily, to elect a majority NDP government in this province—we will have significantly raised the stakes for the labour movement in Ontario and across Canada and North America.

**Indeed, the election of a majority NDP government in Ontario will represent the start of an entirely new fight: to ensure that a workers-first agenda is actually implemented.**

We know from history that the election of labour, social democratic, or pro-worker governments, whether here in Ontario or in other jurisdictions, in no way guarantees that their campaign promises become the law of the land. In most cases, these governments face significant barriers after their election, even with large majorities, and must do battle with the unelected and unaccountable forces that drive the economy and that fight for the interests of the 1%.

## **ACTION #27:**

**Include in the action plan a post-election strategy to build on the momentum we generate in the lead-up to the election and let it carry us well into the first mandate of what we hope will be a majority NDP government.**

No matter who gets elected, that momentum will be necessary to advance or defend a workers-first agenda in Ontario, and repeal or contain laws that empower and enrich the employer class at the expense of working people.

As the previous section indicates, our campaign timeline includes a number of critically important post-election actions and events that are meant to build the confidence and capacity of the NDP in office, giving it the support it will need to begin implementing a bold and robust agenda at its earliest opportunity.

### **ACTION #28:**

**Organize a post-election rally at Queen's Park and, where possible, in the same regional hubs where we organized in the seven months before the election, that will re-assert the vision of Our future, our fight, repeat our demands for a workers-first agenda, and put our movement back on a campaign footing.**

This will also be an opportunity for us to intervene in the battle of interpretation about the outcome of the election, and for the labour movement to generalize its most important lessons and observations.

### **ACTION #29:**

**Organize a province-wide, post-election assessment of Our future, our fight that will help us consolidate the gains of the previous seven months of campaigning and organizing and deepen the reach and influence of the labour movement in Ontario, not only as a formidable electoral force, but also as a permanent political force in between elections.**

Such an assessment—what worked, what didn't, what could have been better, what should we do again, and so on—could include a summer organizing school, for new and longstanding trade unionists alike, where our movement could train and learn from a new generation of activists, and develop our collective organizing and mobilizing priorities through to the next OFL Convention in 2023.

**Even in the wake of an NDP election victory, it will take a lot of work to begin to reverse the years of damage caused by the Ford government and its predecessors.**

The crises facing so many of our sectors, which have been exacerbated by the pandemic and Ford's disastrous handling of it, will no doubt continue for many months. Health care is just one example of this reality. So, too, is long-term care.

That's why this action plan is already anticipating the key struggles that will require the full attention of the labour movement as we continue organizing well past the election.

### **ACTION #30:**

**Organize a province-wide workers' assembly on health care in the fall of 2022, which will address issues such as pay and compensation, conditions of work, the staff shortage and retention crisis, ongoing pandemic preparedness and health and safety, among many other issues.**

The assembly will bring together unionized and non-unionized workers within the health care sector and related sectors, community partners such as the Ontario Health Coalition, activists from the wider social justice movements, and anyone who wants to fight for a fully funded, high quality public health care system in Ontario.

More importantly, it will allow the labour and broader social justice movements to align its mobilization plans with the emerging legislative health care agenda of a majority NDP government. But instead of mobilizing to oppose an anti-worker bill and limits its effects, we expect to be mobilizing to generate broad public support for proposed legislation that implements our vision for the health care we need in Ontario, and to push back against the unelected and unaccountable forces that will surely seek to preserve their narrow interests.

**In this sense, the vision we have developed is much more than the inspiration for our action plan. It is a roadmap for what we hope to be the first full mandate of a majority NDP government.**

The demands we raise in the vision document, and that we plan to fight for in the action plan, represent the key priorities of our movement and should serve as a guide for the next government to respond to them.

And what we do at a workers' assembly on health care, to guide the next government's legislative agenda, will provide a template for how we expect to mobilize on every other issue. Other workers' assemblies—including follow-up local and regional assemblies—will be organized in the months and years that follow this one.

Critical to the action plan's post-election focus is a long-term vision to renew the labour movement in Ontario, a task that must begin long before the election.

**ACTION #31:**

Recruit and train new leaders at every stage of Our future, our fight and lay the foundation for the labour movement's expansion and renewal.

**Expanding the labour movement means developing a serious plan to increase union density in Ontario and rolling up our sleeves to organize sectors that have long resisted unionization drives.**

**ACTION #32:**

Organize a province-wide labour summit in mid-2023 that brings together our entire movement, develops a long-term and fully resourced plan to launch unionization drives in targeted sectors, including building on the OFL's recent work to support and help organize Gig Workers, and begins to reverse the trend of declining union density in the province.

**...the vision we have developed is much more than the inspiration for our action plan. It is a roadmap for what we hope to be the first full mandate of a majority NDP government.**

### **ACTION #33:**

**Commit to the following actions aimed at strengthening the labour movement as whole and replicating the best practices of Our future, our fight on an ongoing basis:**

- › Renewing and deepening the labour movement's commitment to equity in everything we do, from internal organizing practices, to the culture and climate of our locals, to the equity demands we promote, including continuing to implement "Building a Better Movement: Final Report OFL Anti-Oppression Review 2021"
- › Retaining and expanding the vision of **Our future, our fight** as a roadmap for ongoing labour-led mobilizations under the next government
- › Conducting an annual comprehensive online survey of affiliates and members as a means to deepen our engagement with our full memberships
- › Strengthening and expanding the organizing infrastructure developed in regional hubs during the **Our future, our fight** campaign, both for ongoing local campaigns in between elections and in preparation for the 2026 provincial election
- › Developing Rapid Response Networks comprised of affiliates, members, local labour councils, and community allies that are able to mobilize effectively on short notice
- › Providing regular and ongoing trainings and educationals for trade unionists, at the local and regional levels and province-wide, as a means to develop and renew our leadership
- › Hosting an annual labour-led Summer School that trains and learns from members and allies and helps develop mobilization strategies for the labour movement's key priorities
- › Organizing two lobby days per year that mobilize affiliates, members, and community allies to engage their MPPs, both at Queen's Park and in local constituencies
- › Encouraging affiliates to ensure their locals affiliate to local labour councils and participate in local and regional labour-led mobilizations

The specific details of each of these actions will, in large part, depend on the outcome of the June 2, 2022 election. In its wake, and as we continue to ride the momentum of **Our future, our fight** well past the election, we will accordingly develop these plans more concretely in order to respond to the particular political context that exists at that time.

# CONCLUSION

**It might feel as if the provincial election is a million years from now.**

**But seven months is not a long time, and it will pass very quickly.**

That's why we can't afford to waste a single minute in setting this action plan into motion. Even before the 2021 Convention ends, we need to know our next steps, and when we're going to take them.

Every one of us has a role to play in this fight, especially those of us who attend the 2021 Convention. We will be the first to lead the charge, starting on November 4, of **Our future, our fight**. And we will be the first to take the vision of this campaign into the rest of the labour movement.

## **ACTION #34:**

**Complete the two-minute Action Plan Pledge to commit yourself to immediate next steps and to indicate the ways you would like to participate in the mobilization.**

As we said in the vision document, our demands are not a wish-list. By contrast, they represent the things that working people in this province need and deserve:

- › A just recovery
- › Justice for workers
- › Healthy and safe workplaces
- › Equity, racial justice, and real reconciliation
- › Universal, accessible, and well-funded public services
- › Climate justice and a livable planet

More importantly, they represent a future we know is completely winnable.

**But only if we organize to fight for it.**

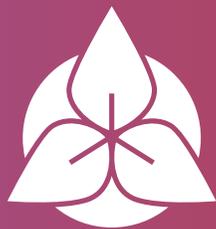
And that is exactly what this action plan does. It gets us organized for the fight we face. It organizes us into stronger relationships with one another. It organizes our political activity for the next seven months. It organizes opportunities for our movement to grow and welcome new people into it. It organizes the possibility for new leadership to take our struggle forward.

**In short, this action plan organizes us to change the course of history in our province.**

It's what we did in the last two years, as we continued to fight Ford's anti-worker agenda, at the same time as confronting a devastating global pandemic. We didn't win every fight or everything we needed. But we won some important battles and got a glimpse of what's possible. Even in the most difficult circumstances, we showed we could fight and win.

We can do it again. And we will.

**The future is ours if we fight for it. And the fight for that future starts now.**



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