



The Ontario We Need

Election Campaign Toolkit



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INTRODUCTION

After 6 years of the Conservatives in government, it has become clear that we as people in Ontario cannot afford Ford.

The Ontario Federation of Labour is excited to provide “The Ontario We Need” toolkit! Following up from our tour last fall where we connected with workers, families, and community activists, we have developed materials to continue empowering you to make a difference!

We have seen that every time Ford and his government have had the choice between supporting the people of Ontario or choosing to help his rich developer friends, time and again we were left without the services we need and footing the bill for projects we don't want.

Together, we can elect a government that works for you and with you. This toolkit is one of the many ways we at the Ontario Federation of Labour are supporting the amazing work already happening in your community. We know that when we fight together, we win together. Let's make that happen on Election Day in Ontario.



“Together, we can elect a government that works for you and with you.”



THE PLAN

Our campaign consists of two parts – Agitate, Educate, Activate and Get Out the Vote

AGITATE, EDUCATE, ACTIVATE!

This election will not be won at the board table, we need to be at the kitchen table!

Our goal is to have as many conversations with many workers and community members over the next few weeks. Let's talk about the issues, let's talk about what is missing and let's build the Ontario we need.

GET OUT THE VOTE

In 2022, voter turnout in Ontario was the lowest in history! We cannot afford to sit this one out! Our goal is to ensure a super majority of workers exercise their right to vote!

[AN ADDITIONAL TOOL KIT COMING SOON]



“This election will not be won at the board table, we need to be at the kitchen table!”

AGITATE, EDUCATE, ACTIVATE!

Doug Ford has issued a \$200 cheque to every Ontarian including billionaires. In the current affordability crisis, so many people need this money. BUT – this one time payout will not address the needs across the province! In fact, Ford himself acknowledges that he is simply giving us back our money. These cheques are being timed conveniently with the hotly rumoured Ontario election. Funny that Ford has money for this at a time where there is no money for:

Healthcare

- o Family Doctors
- o Nurses
- o Healthcare Staff

Housing

- o Ontario has the lowest housing starts in Canada

Affordability

- o Food bank usage is at a record high

Decent Work

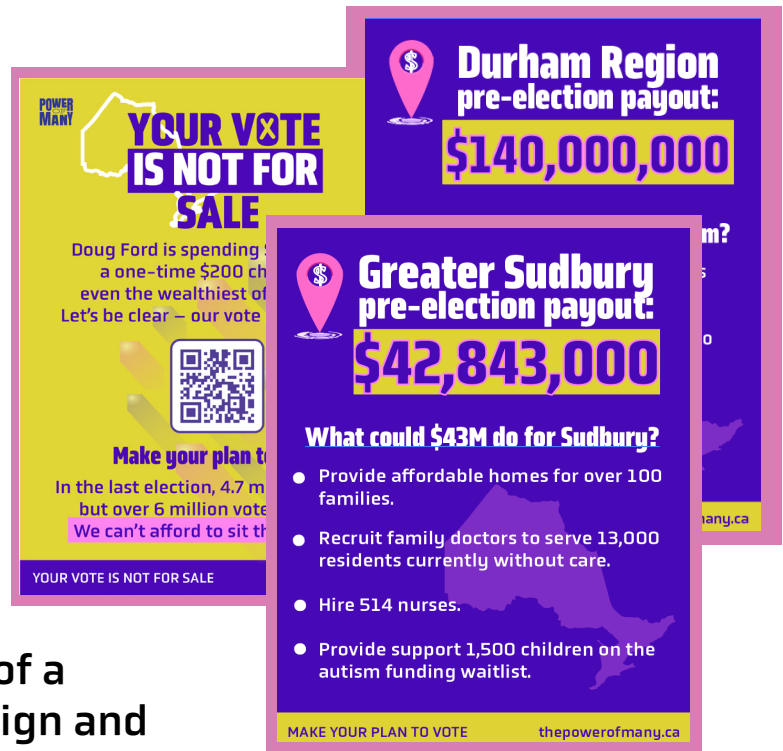
- o Many workers still have wages frozen as a result of Bill 124

As people get ready to vote it is important that we talk about the issues we have experienced over the last 6 years. Ford may think that he can buy your vote for \$200 but we know that your vote is not for sale!

The OFL has created materials to get these conversations going.

AGITATE, EDUCATE, ACTIVATE!

Our cards have been developed regionally to highlight the amount of money coming into cities through the \$200 cheques. Working with affiliates and community partners, we have contrasted this amount with what the communities truly need. Further information about what this money could mean in your community is available through thepowerofmany.ca website.



These cards will also be part of a targeted social media campaign and be available digitally to spark conversation.

REGIONS AVAILABLE:

Sudbury

Windsor

Ottawa

Durham

Toronto

Hamilton

Brantford

London

Kitchener/Waterloo

Quinte

Kingston

Peterborough

Eastern Ontario

Niagara

York

Peel

Owen Sound

Barrie

Thunder Bay

Sault Ste Marie

Timmins

CAPTURE YOUR COMMITMENT IN PICTURES!

We have a variety of signs and placards that can be downloaded on thepowerofmany.ca and printed for your event. Photos can be used on your social media to show a display of your co-workers and community's commitment to demand better of our government!



To order regional organizing cards or "I'm voting" placards email: mmaguire@ofl.ca

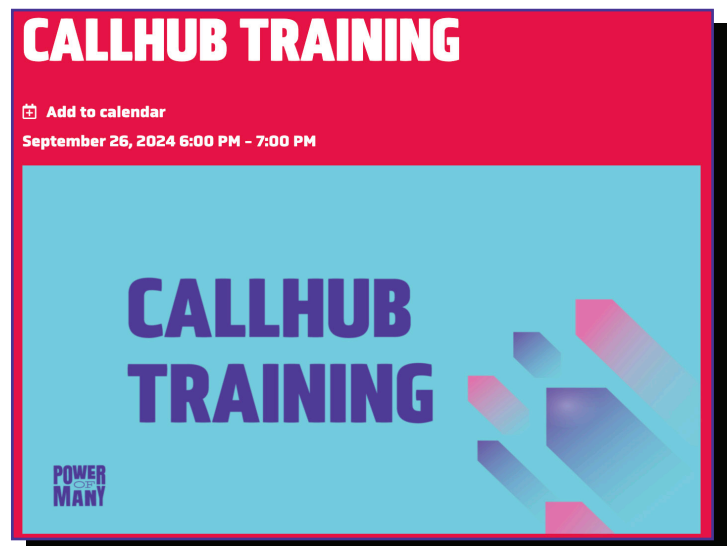
Share your photos and posts with us on our socials.



INVITE US TO YOUR SPACE!

Invite us to your space! We have developed regional hubs of organizers committed to Agitating, Educating and Activating! We are happy to provide webinars and/or seminars in person and virtually on a variety of topics to empower you. Let us know how we can help!

- o Call Hub
- o Canvassing
- o Structured Organizing Conversations
- o Mapping
- o And more!



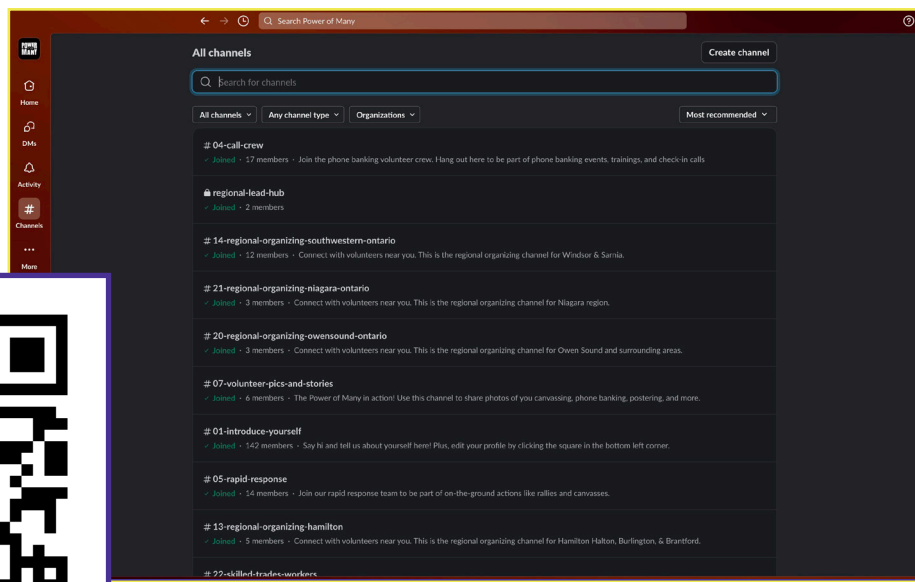
LET'S TALK!

Join the Power of Many slack page! Join workers and community activists from across Ontario. A one stop shop for materials, resources, events, support and more! Find people from your region to begin building your networks.

CONNECT WITH US!



bit.ly/POM-slack



GET OUT THE VOTE

Once the election is called we will be launching a variety of materials to support workers and communities to get to the ballot boxes.

Watch for more details and resources on

- Make Your Plan to Vote
- Advance Polling
- Voter Registration
- Find Your Poll Interactive Map



THEPOWEROFMANY.CA



@PowerOfManyHQ