



**APATHY
IS BORING.™**
Connect, Educate
and Activate.



VOTE 2019 COALITION TERMS

Together Apathy we are leading the largest non-partisan voter engagement campaign in Canadian history. Democracy depends on all of us. Join the Vote 2019 Coalition.

Core principles

- **Non-partisan:** This campaign is not about any one issue, political party or political agenda. It is an opportunity for community members to connect what they care about to the election.
- **Inclusive:** The campaign encourages all eligible voters to participate and all future voters to learn about how to participate.
- **Fun and meaningful:** This is not a boring civics class. This is an opportunity to talk about issues that matter, hear from friends and neighbours about issues that matter, and build an inclusive and vibrant democracy together.

Together we pledge to engage 1 million new voters in the 2019 federal election. We believe we are stronger together, and will acknowledge and celebrate the VOTE2019 impact as a Coalition effort.

We will do this by:

1. Building a coalition of national, regional and local stakeholders with a shared commitment to non-partisan voter engagement,
2. Creating an engaging communications and outreach strategy that informs, energizes and mobilizes,
3. Providing organizations and civic leaders training and materials to lead non-partisan voter engagement campaigns in their communities, and
4. Mobilizing thousands of volunteers to lead and support voter engagement efforts.

The Coalition will be active until October 21st 2019, or until the 43rd federal election day. Members can leave the Coalition at any point.

Our promise to you:

Apathy is Boring and the Democracy Engagement Exchange want to make it as easy as possible for you to engage your networks to get out and vote in the upcoming Federal Election. In that spirit we will:

1. Hold a launch announcement to let the public know we have convened a coalition and will be mobilizing to get out the vote in a non-partisan way.
2. Provide you with a Coalition monthly newsletter from June 2019 until Election Day. During the writ period, we will increase the frequency to provide bi-monthly updates. The newsletter will share engagement tips and resources as well as highlight initiatives by our partners.
3. Organize a National Day of Action on September 15th 2019, the International Day of Democracy. As part of this Day of Action, we will provide you with ideas and tools to help you mobilize and activate on this day.
4. Provide a common Coalition hashtag and social media graphics, for members to use in tandem with their own Get Out the Vote messaging or campaigns.
5. Share and update a public list of Coalition members.

Responsibilities of members:

1. Provide a confirmation agreeing to the terms of the coalition.
2. Refrain from any activities that involve direct or indirect support of, or opposition to, any political party or candidate for public office.
3. Commit to activating in small or large ways on the National Day of Action (September 15th).
4. Sign up to the newsletter and share the hashtag of the Coalition.
5. Encourage members of your networks to get out and vote in the upcoming Federal Election.