

Your Campaign Checklist



BCGEU, 4911 Canada Way, Burnaby, BC V5G 3W3 Tel: 604-291-9611
ChooseChildren@bcgeu.ca

1 Learn about the campaign

Please take a few minutes to learn about the campaign:

- Read the campaign materials, including the Executive Summary of our report.
- Familiarize yourself with the attached 'Message Box'. Using a strong, consistent and tested message is vital to the success of our campaign.

2 Get the word out

At your workplace:

- Hand out materials and talk to colleagues about the campaign before and after work, during breaks and at after-hours on-site union meetings.
- Post brochures and posters on your union bulletin board. (Every worksite should have a bulletin board dedicated to information from your union. If you don't, contact your steward or staff representative).
- Ask your colleagues to take information away with them to distribute in their communities. Keep track of who has taken materials and where they're going to distribute them.

Discussing the campaign and distributing materials can only be done before or after work and during breaks or at on-site union meetings.

We encourage you and other members to wear a button or sticker at work. However, a supervisor may ask you to remove them. If this happens, you should comply.

In the community:

- Ask your local coffee shop and other supportive businesses if you can leave some brochures on the counter or post on a bulletin board.
- Post materials on community bulletin boards at local grocery stores, doctors' offices, book stores, community centres and neighbourhood houses, gyms, sporting arenas, public libraries, churches, mosques, temples and synagogues. Try to find locations where like-minded people or potential supporters of our campaign might see the posters and brochures.
- At your children's school, daycare or weekly activities, talk to teachers and other parents about the campaign and give them a brochure and button.
- Drop a brochure into your neighbours' mailboxes.
- Share information with your book or service club, sports team, strata/condo board, church group, band council and yoga class.

On the web and using social media:

- Email friends and family asking them to support the campaign. Make your message personal by telling them why you are working on this campaign and include a link to the campaign website ChooseChildren.ca.
- Share the campaign website or embed the campaign videos in your Facebook status updates.
- Tweet a link to the campaign website using the hashtags #BC, #bcpoli.
- 'Like', share and retweet other Choose Children campaigners' posts.
- 'Like' and share the campaign videos on the BCGEU TV YouTube channel.

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3 Make your own voice heard by decision makers

Take a few moments to tell your elected representatives why they need to reinvest in BC's children. Include some points from the 'Message Box':

- Write or email the responsible provincial government ministers and copy your own MLA or you can fill in the form in the campaign brochure and mail it or return it to the union and we'll make sure that the decision-makers get it.
- Talk to other politicians like school trustees and city councillors about the campaign.

Hon. Stephanie Cadieux Minister for Children and Family Development PO BOX 9057 STN PROV GOVT Victoria, BC V8W 9E2 MCF.Minister@gov.bc.ca	Hon. Michelle Stilwell Minister of Social Development and Social Innovation PO BOX 9058 STN PROV GOVT Victoria, BC V8W 9E2 SDSI.minister@gov.bc.ca
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Use the MLA Finder and your postal code to get the contact information for your own MLA at www.leg.bc.ca/mla/

4 Report back

Order additional materials:

- Contact James at 604.291.9611 or 1.800.663.1674 or by email at ChooseChildren@bcgeu.ca to order additional campaign materials.

Measuring our success:

It's important to keep track of all the work you and other campaigners are doing. Please use the enclosed tracking sheet and we'll be in touch in a few weeks to see how you've made out with your campaigner's checklist, including who you've talked to, where you've distributed materials and what the feedback has been. We're relying on campaigners like you to continue to build the campaign and guide our next steps.

- Contact James at 604.291.9611 or 1.800.663.1674 or by email at ChooseChildren@bcgeu.ca to report on what you've accomplished.

5 Thank you!

Great work! Thank you for becoming one of our campaigners. Your hard work is crucial to the success of our campaign to convince the government to reinvest in BC's children, youth and families.

- Take a bow.
- Keep up the good work!