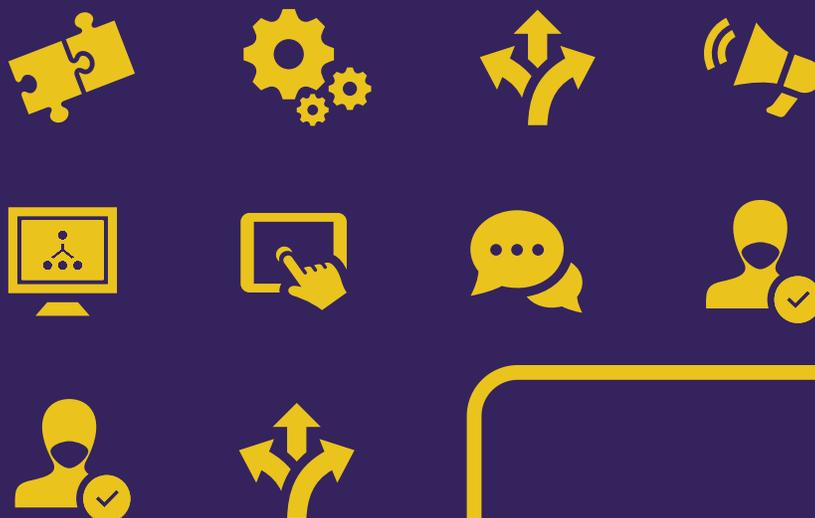


Get Out The VOTE



CASA
Canadian Alliance of
Student Associations

ACAE

Alliance canadienne des
associations étudiantes

Table of Contents

Section 1: Introduction	1
What is GOTV?	1
Why is it important?	2
GOTV Campaign Details	3
Section 2: Voting During The Covid-19 Pandemic	4
Who can use this kit?	3
Elections Canada Visual Voting Explainers	4
Registering to Vote	4
Confirming Your Place of Residence	5
Necessary ID to Prove Your Identity & Address	5
Special Ballots	6
Voting By Mail	6
Voting Safely in Person	7
Section 3: GOTV Website	8
Make Sure You Are Ready To Vote	8
Your Closest Polling Station	8
Digital Engagement Opportunities	8
Work Opportunities at Elections Canada	9
Section 4: Digital Information Distribution	10
Being a CASA Champion on Social Media	10
Voter Information & Website Promotion from CASA	10
Voter Information from Elections Canada	10
Section 5: Digital Mobilization Strategies	11
Digital All-Candidates Debate	11
Digital Classroom Visits	12
Engaging with Campus Clubs & Teams Online	12
Leveraging Online Networks	13
Engaging with CASA's Social Campaigns & Developing Your Own	13

Section 6: Help Democracy Work With Elections Canada	14
Why Work During an Election?	14
What positions could you work?	14
Finding & Promoting the Jobs	15
Section 7: Running A Non-Partisan Campaign	16
What is non-partisanship?	16
Why is it important to CASA?	16
Partisan Activities	17
Keeping the Campaign Non-Partisan	17
Don't Engage in Partisan Activities	18
Commenting on Policy, not Politics	18
Volunteers	18
Partnering with other Organizations	18
Section 8: Brand & Communication Guidelines	19
Branding	19
Names and Websites	19
Logos	19
Colours	19
Fonts	20
Co-Branding	20
Amplifying the Campaign with Social Media	20
Develop a Social Media Calendar	20
Include Links and Visuals	20
Hashtags	21
Use Different Platforms	21
Be Professional	21
Swag and Materials	21

Section 1: Introduction



What is GOTV?

GOTV stands for Get Out the Vote, which is a non-partisan voter mobilization campaign. CASA runs a GOTV campaign to encourage and inspire students to vote in the upcoming election. **This is achieved by collecting, distributing, and promoting information directing students on how to vote.** Campus communities are usually excellent locations to execute GOTV campaigns because students are in one centralized place and can be easily reached through welcome-week events, online communications, classroom visits and club networks on campus. While the next federal election may take place under extraordinary circumstances due to the ongoing COVID-19 pandemic and minority government situation, campus communities will continue to play a major role in distributing factual election information to students in a timely and effective manner.

For CASA's purpose as a student advocacy organization, **there are three key reasons** for running a GOTV campaign:

1. The first reason is to get as many post-secondary students as possible to vote in the 44th general federal election. Many organizations will be running voter mobilization campaigns in advance of the election. CASA's campaign is distinct because of its focus on ensuring that post-secondary students have the information they need to vote, whether they are living from home, on campus in residence, or off campus in a rental property. A central goal of the campaign is to ensure that students have the right information on when and how to vote, and are inspired to vote through social media content that touches upon why voting is important.
2. The second reason is to demonstrate to politicians that the student voice matters and they must develop policies that benefit post-secondary students. Why do we do this? We do this to strengthen our collective voice (which means our ability to be heard by government decision makers) by demonstrating the power of the student vote.
3. The third reason is to make your student body aware of the work that CASA does and your advocacy work through your SU/SA. This objective is especially crucial in the current climate where student advocacy is needed more than ever before and many students are learning far from campus. GOTV campaigns are a great way to connect with your student body and shed light on the importance of having one's voice heard through voting. A GOTV campaign is also an opportunity to tell your peers about the work that you do through your SU/SA to represent student voices to administration and all levels of government. The coordinated branding materials, campaign structure, and national campaign networks help to promote and amplify your advocacy work and broaden the reach of your campaign.

Why is it important?

Post-secondary students face many persistent barriers to participating in federal elections. **Research is clear** that students face unique access-related barriers, such as frequent address changes and riding confusion, as well as motivational barriers surrounding a lack of knowledge and/or interest of the electoral process. As a result, youth voter turnout remains significantly lower than the national average -- roughly 13% lower in the 2019 federal election -- and it is clear that more needs to be done to get students out to vote!

It is important that students are encouraged to get out and vote. In order to achieve the goal of a large turnout, students must be aware of how to vote and when to vote, as well as why voting matters. Particularly as it relates to the next federal election, students (many of whom may be first-time voters) will need guidance and support while navigating the new requirements put in place so Canadians can safely vote during the COVID-19 pandemic.

It is equally important that CASA members be able to refer to GOTV as a clear example of this organization's mobilization

power so that when student leaders go to Parliament Hill annually, they can confidently reference their efforts to empower students to participate in the democratic process. This effort strengthens our organization's credibility and influence.

By actively participating in the electoral process and by sharing information about elections, your student communities can be better represented. For more information and tools on how community organizers can help inform their members on registering and voting at the next federal election, visit the **Inspire Democracy site**.

Lastly, it is beneficial for your student body to be aware of your advocacy work, particularly in a period where student unions are working harder than ever before. Giving students the chance to experience the benefits of being able to organize and communicate one's beliefs, be it at the ballot or through town halls or local events, helps make clear to the larger student population the benefits of having an organized body to communicate student perspectives to all levels of government.

GOTV Campaign Details

GOTV is a national campaign that includes many moving pieces. The following sections outline specific details linked to the execution of a GOTV campaign, including

information about mail-in voting processes, digital mobilization strategies, and virtual event ideas.

Who can use this kit?

Any student organization, club, team, or individual that is interested in engaging students in the upcoming federal election. Some of the information is specific to CASA member activities - even if you are not a CASA member, you can still use these tips to engage and have conversations with students on your campus.

For more information about us or our campaign, check out [GetOutTheVote.ca](https://www.getoutthevote.ca). We also recommend that you visit [Elections Canada's](https://www.elections.ca) website for the most accurate and up-to-date election information.

Section 2: Voting During The Covid-19 Pandemic



One of the best ways to mobilize students on your campus is to get them to vote! We are working with Elections Canada to ensure that students have all the information on when, where, and the ways to vote, as well as to promote job opportunities at the next federal election.

Check out this important information on what you need to vote in the upcoming federal election. Remember, you can also check the [Elections Canada's website](#) for the most accurate and up-to-date election information.

Elections Canada Visual Voting Explainers

- [Apply to vote by mail](#)
- [Ways to register to vote in a federal election](#)
- [Ways to vote in a federal election as a post-secondary student](#)
- [What kinds of ID you'll need to vote](#)
- [Voting at an Elections Canada office](#)

Registering to Vote

The first thing every Canadian should check when looking to vote in a federal election is whether or not they are registered to vote with Elections Canada. Most Canadians are already registered but others may not be registered for various reasons. **If this is your first time voting, if you have recently moved, or if you recently became a Canadian citizen, it is likely that you will need to update your information** with Elections Canada in order to vote in the next election.

Luckily, updating your personal information with Elections Canada is easy, and can be done at any time! **You can update your**

registration before an election, or at any time up until the Tuesday before an election is held. If you forgot to register, you can also still do so in-person at a polling station all the way up until Election Day.

To register, simply go to [elections.ca](#) and use the **Online Voter Registration Service** to register or update your information. If you wish to register in-person during the election, you can do so safely at any Elections Canada office across Canada before the Tuesday before election day at 6:00 p.m. Otherwise, you can always register when you go to vote at your assigned polling station on election

day or on advance polling days (if you choose this option, please make sure to bring ID with

an address that shows you live in the riding where you are attempting to vote).

Confirming Your Place of Residence

Students vote using the address they consider home, or where they ordinarily live (their 'place of residence'). For some, this will be the address where they live while at school; for others, it may be another address such as where they grew up or where they

live when school is out. In either case, students must have ID with that address to register and vote. **Once you have confirmed the address you will use to vote and that you have ID with that address, it's time to make a plan to vote!**

Necessary ID to Prove Your Identity & Address

For a voter to prove their identity and place of residence, they must present eligible identification to Elections Canada. In doing so, voters have three options to prove their identity and address:

1. Showing 1 piece of specific government-issued ID

- This can be:
 - ▶ your driver's licence
 - ▶ any other card issued by a Canadian government (federal, provincial/territorial or local) that includes your photo, name, and current address

2. Showing 2 pieces of ID

- Both pieces must have your name, and at least one piece must have your current address. **This option is especially important for students looking to vote in the riding they currently live in, rather**

than the riding affiliated with their permanent address (the address that appears on government-issued ID like drivers licences). Examples of accepted ID include:

- ▶ Driver's license and a bank statement
- ▶ A utility bill and your student ID card
- ▶ The full list of accepted forms of ID is **available here**

3. If you do not have ID

- You can still vote if you declare your identity and address in writing and have someone who knows you and who is assigned to your polling station vouch for you.
- The 'voucher' must be able to prove their identity and address. **A person can vouch for only one person.**

Special Ballots

For students studying away from home, they have two choices on what riding they can vote in: the riding where they are living in for school (as long as they can provide proper identification under Option 2 above) or the riding affiliated with their permanent address.

To vote in the riding affiliated with your permanent address while away at school, you will have to request a special ballot,

either in-person at an Elections Canada office, or by mail, fax, or **online** (covered in more detail below - 'Voting By Mail'). Special ballots allow students to cast their vote in their home riding rather than the one they are currently living in for a temporary time while attending school. **Students can apply for a special ballot anytime up until 6:00 p.m., local time, on the Tuesday before election day.**

Voting By Mail

Due to the COVID-19 pandemic, it is likely that many more Canadians will be using Elections Canada's 'Vote by Mail' option in the next federal election. **To vote by mail, students must request a special ballot voting kit.**

The deadline to apply to vote by mail is the Tuesday before election day at 6:00 p.m ET. It's important that students apply as soon as possible once the election is called to allow enough time for the special ballot voting kit to reach you and for you to return your marked ballot to Elections Canada by election day. Students can request a special ballot voting kit **online**, at any Elections Canada office, or by calling Elections Canada at 1-800-463-6868. **Once you've applied to vote by mail or at an Elections Canada office, you can't change your mind and vote at advance polls or on election day.**

Once you receive your special ballot voting kit, you can follow the included instructions to cast your vote. It's important to note that special ballots are completely blank, and individual voters must manually look up their riding's candidates using Elections Canada's **online voter information service**. Once complete, students are encouraged to mail their ballot back to Elections Canada as soon as possible -- votes by special ballot must be received in the mail by Elections Canada by election day to be counted (Check the instructions in your voting kit for details). **We recommend sending your special ballot in at least a week before Election Day!** If you're going to be in the riding where you are eligible to vote, you can also drop your completed special ballot kit at your polling place on election day.

Voting Safely in Person

Despite the COVID-19 pandemic, the next election will continue to offer in-person polling stations as a voting option. Recognizing the challenges the pandemic poses for in-person voting, **Elections Canada has developed a new suite of practices and procedures to ensure all Canadians stay safe while exercising their democratic right.** In addition to physical distancing measures and mask mandates, all students casting their vote in-person at a polling station should expect the following:

- Plenty of hand sanitizer stations, clear physical distancing markers, and poll workers behind a plexiglass barrier.
- Masks will be available to anyone who does not have one.
- Single-use pencils to mark your ballot. Voters can also bring their own pen or pencil.
- Visit Elections Canada's website for a comprehensive list of COVID-19 procedures.
- For the most up-to-date information on health and safety measures at the polls, **[visit this link](#)**

Section 3: GOTV Website



GetOutTheVote.ca is the digital homepage for **CASA's GOTV** efforts! Any post-secondary student looking to vote will be able to obtain all the information they require by simply visiting **GetOutTheVote.ca**! In addition, those looking to get more involved through digital events and engagement, or through

Elections Canada work opportunities, will be able to browse these opportunities on the website at their leisure.

The following outlines the information that will be available on various sections of the website once the next election is announced:

Make Sure You Are Ready To Vote

The 'Make Sure You Are Ready To Vote' Section of our GOTV website will focus on providing all of the relevant steps students need to follow to vote (whether it's by mail or in-person), as well as answer any questions students have about the electoral process.

Similar to Section 2 of this document, the 'Make Sure You Are Ready To Vote' Section will provide an easy-to-understand, step-by-

step process for students to follow to ensure they are registered to vote, decide how they want to cast their ballot, and guidelines to ensure those ballots are cast properly and in time. In addition, this section will also provide a frequently asked questions (FAQ) section that will be continuously updated as new queries arise, as well as a contact portal that students can use to contact someone who can respond to their unanswered questions.

Your Closest Polling Station

The 'Your Closest Polling Station' Section will leverage Elections Canada's Voter Information Service to guide students on how to find their

closest place to vote, or the closest place to submit their mail-in ballot.

Digital Engagement Opportunities

Alongside our information sharing sections outlined above, the 'Digital Engagement Opportunities' Section will look to alert students of digital activities, organized by CASA members, taking place in the future.

The section will use a calendar to outline upcoming digital events across the country, from virtual town halls with candidates to online information sessions hosted by CASA members.

Work Opportunities at Elections Canada

GetOutTheVote.ca will also feature a 'Work Opportunities at Elections Canada' Section highlighting the various election-related employment opportunities for students through Elections Canada. Students will

be able to browse various opportunities at their leisure and will be shown how they can apply for each role. These opportunities are discussed in more detail below in Section 6 of this document.

Section 4: Digital Information Distribution



Being a CASA Champion on Social Media

CASA's Election 44 GOTV campaign hinges on engaged and enthusiastic members sharing content and directing interested students to GetOutTheVote.ca!

Engaging with CASA GOTV content online and utilizing the following information to develop your own parallel campaign is what true participation in this campaign looks like!

Voter Information & Website Promotion from CASA

In order to help you participate as much as possible in the campaign, CASA will be developing assets and resources that members can integrate into their local campaigns. On top of the physical materials mentioned below in Section 8, CASA will be developing digital voter information assets that will be available for members to use at

their leisure. These materials will be **posted to Basecamp**, and members will be made aware of any new content through Slack.

On top of this, we encourage members, as always, to share and retweet as much GOTV material from CASA social media accounts as possible!

Voter Information from Elections Canada

In addition to CASA's digital assets and materials, we encourage members to also take full advantage of non-partisan, informational resources available from Elections Canada.

- Physical Elections Canada assets can be found and ordered [here](#)
- Digital Elections Canada assets can be found and downloaded [here](#)

Section 5: Digital Mobilization Strategies



Digital All-Candidates Debate

Our GOTV campaign should serve as an opportunity for you to help your members learn about the democratic process and the candidates in your area. Organizing a digital all-candidates debate will allow your members to hear from the people they'll be voting for. **When organizing one of these events, it is vitally important that every candidate officially running in your riding be invited.** In order for your members to make the most informed choice possible at the ballot box, they need to hear from as many candidates as possible. This does not mean every candidate will attend (unfortunately), but doing your due diligence to **invite every candidate to participate sends an important message to every attendee about how non-partisan campaigns are run.**

It's also important to take the following things into consideration when running a digital all-candidates debate:

- 1. The Hosting Platform:** CASA strongly recommends the use of Zoom's digital event hosting platform for any digital all-candidate debates. This will allow for moderator control and ensure that viewers are restricted from interrupting or heckling candidates. CASA Home Office would be happy to assist with logistics for any member unfamiliar with Zoom's digital event hosting platform.
- 2. Contact the Candidates:** Each candidate will have riding association offices that are running their campaigns. To get in contact with each office, you can ask the returning officer of your riding for their contact information, or simply google: (Name of Riding) (X Party) Association. If they are slow to respond, don't hesitate to follow up and update the office on the progress that has been made since you've last contacted them (ex: candidates from two other parties have confirmed).
- 3. Choosing a Moderator:** Do you have a professor or teacher that specializes in Canadian politics? Meet with them to see if they would be interested in moderating the debate. If no such person exists at your institution, reach out to the political science department to see if they have any recommendations for you. Your moderator should be someone that is firm in their approach, and respects and understands the rules of the debate, and is able to call candidates to attention if things go off the rails.
- 4. The Structure of the Debate:** There are various ways to conduct a digital all-candidates debate. Have a discussion with your moderator about what kind of style will work best for your candidates. While the flow will never be as seamless as an in-person debate, it's still important to provide each candidate space to speak and debate with one another. That said,

it's important you and the moderator both recognize the limitations of the medium when planning the debate structure. We suggest choosing at least three overarching topics of debate that will resonate with your student population and allowing for an open floor question and answer period at the end of the debate.

5. **Maintaining Non-Partisanship:** Outline in the description of the event that no partisan backgrounds or partisan promotional materials will be permitted at the event.

6. **Spreading the Word:** Time to blast the event on social media! Create an event on Facebook and Eventbrite, and don't be afraid to promote it across multiple formats of social media. You should also reach out to the presidents of the political party groups on your campus and ask them to invite their members and spread the word.

Once organized and confirmed, members are encouraged to share the details of their debate with CASA Home Office so they can add it to the Event Calendar Section of GetOutTheVote.ca!

Digital Classroom Visits

Regardless of their academic background, everyone should have an interest in the upcoming election! During the first week of classes, start emailing professors asking if you would be able to **speak with students at the beginning of their class about the GOTV campaign, when to vote, and any**

upcoming events you're planning! For online classes, a quick drop-in before or after class could easily serve that same purpose as an in-person drop-in! Another easy win is to ask your own professors or teachers for five minutes of time at the beginning of all of your own classes.

Engaging with Campus Clubs & Teams Online

The number of students who directly get involved with student unions is small, but the number of students who get involved through Clubs and Societies is much larger. Clubs and Societies will often have connections with students that the Student Union may not. **Getting these Clubs and Societies interested and participating in the campaign (sharing material and encouraging others to get ready to vote by visiting our website)**

is crucial to its success. Try reaching out to them and offer to speak at one of their next meetings or events!

Athletic teams are another avenue that can be used to get public attention on the campaign. Try getting entire teams to share our information or share that they voted with GetOutTheVote.ca mentioned in the description!

Leveraging Online Networks

In addition to reaching out to professors, as well as Clubs and Societies on-campus, it's important to leverage your own personal network as a student leader. Be sure to promote the campaign and share materials on your own personal channels and encourage other SU/SA members to do the same.

Given the impact the COVID-19 pandemic

is having on the typical post-secondary experience, it's important we all utilize our online networks to the best of our ability

(Direct Messages, various social media and messaging platforms, etc.) to compensate for our inability to run in-person on-campus events to promote the campaign and inform student voters.

Engaging with CASA's Social Campaigns & Developing Your Own

As mentioned above in Section 4, our GOTV campaign will rely on digital information distribution, some of which will come directly from CASA, but the vast majority of which will come from personal and individual SU/SA accounts. **We highly recommend that all members create a social media calendar for the entire GOTV campaign period.**

This social media calendar should include promotional space for any upcoming events, such as all-candidate debates, plenty of posts sharing voter information and promoting GetOutTheVote.ca, as well as updates around crucial voting deadlines

(CASA will be providing updates and templates as these deadlines are made available). Members can also integrate

innovative sessions such as Reddit AMAs, Instagram Take-Overs, and/or scripted videos into their social media calendar.

Members are encouraged to contact CASA Home Office if they have questions or need help organizing any social media activities.

It is recommended that members utilize as many social media platforms as possible in their plans, including Instagram, TikTok, Twitter, Facebook, as well as any other platforms at your SU/SA's disposal.

Section 6: Help Democracy Work With Elections Canada



Why Work During an Election?

Working at the polls is a great way to get involved in the next federal election! Plus, when you work at a federal election, you have the chance to make voting more welcoming and accessible for your community. By being a friendly face at the polling station or Elections Canada office, you help other people feel comfortable and confident when they vote. It is very rewarding to be able to witness and help facilitate this experience.

It's also a great way to make some money, interact with a large number of students and get involved in the election in a non-partisan capacity.

Don't have any experience? No problem! You do not need any experience to work at a federal election. Training is provided. And you get paid for it. It's a great experience for your resume as well. Plus, the day is pretty good too.

Having young people and particularly students work the polls has the potential to completely transform the experience at polling stations. Not only will voters be greeted with bright, cheerful and friendly faces (their peers), they may also feel more comfortable to ask for clarification on questions if the majority of people working at the polls are students.

What positions could you work?

- Deputy Returning Officer (polling day)
- Deputy Returning Officer (advance polling days)
- Information Officer (polling day)
- Information Officer (advance polling days)
- Registration Officer (polling day)
- Registration Officer (advance polling days)
- Central Poll Returning Supervisor (polling day)
- Central Poll Returning Supervisor (advance polling days)

Finding & Promoting the Jobs

All Election 44 employment opportunities are available on Elections Canada's website, as well as on CASA's GetOutTheVote.ca website.

CASA also encourages you to promote the positions through social media. This is a great way for students to see how and why they might want to work an election. Here are a couple of examples of things you could say:

Example #1: "Hey (enter student body name) did you know there is a federal election coming up? And did you know you could actually work the election and get paid? Click on the link in my bio to learn more about working at the polls here at (enter institution name)"

Example #2: "Do you remember your first time? Or maybe it is your first time... voting! Well there are plenty of opportunities to get involved ahead of the general election and help all first time voters feel comfortable and excited about the next general election. Click the link in my bio to learn more about the different opportunities to get involved"

Example #3: (take a video with a Returning Officer or your Field Liaison Officer- obviously, contact them first to see if they are up for it -- there's nothing worse than being in a video you didn't consent to being in.)

"Hey there my name is (name and position) and I am here with the Returning Officer/Field Liaison Officer for (enter voting on campus station). So tell me what cool things will I get to do if I work at the election? And why should students work at the polls?"

Section 7: Running A Non-Partisan Campaign



What is non-partisanship?

Partisans are individuals who show preference or bias for a particular political party, cause, or person. To be non-partisan is to do the opposite and show no preference or

bias for a particular political party, cause, or person. CASA is fundamentally a non-partisan organization.

Why is it important to CASA?

CASA is a national voice for Canada's post-secondary students. Independence and impartiality when it comes to engaging in political activities is fundamental to CASA's credibility and respect among its stakeholders, which includes various political parties. **Not only is it important that CASA engage in non-partisan behaviours, but that it also maintains the perception of being non-partisan.**

Canada has elections roughly every 4 years, and CASA maintaining a non-partisan perception is integral to the success of the organization delivering its mandate for students. Making statements that endorse or

prop up one political party over another risks putting CASA in a situation where a political party feels betrayed. This can impact our relationship with political parties in the future, and yours as well. It is important that your actions not be perceived as partisan either. **It's important to ask yourself -- Could this be perceived as unfairly supporting one party over another?** Students need CASA to be able to develop positive relationships to ensure student voices are heard, regardless of who's in government on Parliament Hill, and actively avoiding partisan activities is a proven way to have the maximum impact with all parties.

Partisan Activities

A partisan activity is any activity that provides direct or indirect support, or opposition, to any political party at any time, whether during an election period or not, to a candidate for public office.

Examples of Partisan Activity Include:

- Seeking to become a candidate in a federal election;
- Publicly endorsing a federal candidate;
- Giving money or non-cash gifts to a candidate or political party, either directly or indirectly;
- Making public statements that support or oppose a candidate or political party;
- Suggesting that people should vote for a particular candidate or political party, either directly or indirectly;
- Using any website or social media account with GOTV branding to post a hyperlink to statements by a third party that supports or opposes a particular candidate or political party;
- Posting signs that support or oppose a particular candidate or political party;
- Allowing a candidate or political party to use GOTV equipment, volunteer time, or other resources;
- Distributing literature or voter guides that promote or oppose a candidate or political party, directly or indirectly; and
- Posting or discussing partisan issues.

Keeping the Campaign Non-Partisan

It's important to highlight the democratic legitimacy that student unions are provided by their students. Individuals participating in the GOTV campaign will not only be ambassadors of CASA and the campaign itself, but ambassadors for the student body as a whole on each campus. Recognizing that particular candidates or political parties may try to exploit this is key in developing effective non-partisan tactics. Additionally, political campaigns provide opportunities for partisan activities in abundance, and some

of them will be really tempting to fall into. For example, parties will definitely be making announcements that will have impacts on students and the post-secondary education system. **If one party promises everything your student union wants, it could be tempting to endorse them, but this would be a strategic mistake.** Why? Because it will jeopardize your relationship and will betray the spirit of non partisanship. You are representing all students on your campus. And students are diverse!

Don't Engage in Partisan Activities

As a rule, don't engage in any partisan activities in the section listed above. If there is a question about whether an activity could or

could not be perceived as partisan, generally operate on the side of caution, and **call Home Office for a second opinion if necessary.**

Commenting on Policy, not Politics

It's possible that during the course of the campaign, your student association may be asked by media, other stakeholder groups, or even students, to comment on the policy positions being proposed during the election. A careful line must be walked here, but it can be done effectively. When commenting

on policy, those involved in the campaign should only discuss the merits of the policy itself and at no point make a connection to any particular candidate or party. **Contacting Home Office for assistance is an option in this situation.**

Volunteers

The rule of not engaging in partisan activities must extend to the volunteers working on this campaign. Students who volunteer for the campaign should sign non-

partisanship forms that demonstrate that they commit to acting in a non-partisan fashion and are committed to the goals of the campaign.

Partnering with other Organizations

Are there other organizations focusing on democracy for youth or students in your community? Partnering with stakeholder organizations will help spread the message of GOTV further. That being said, tread carefully here. Non-partisanship means different things

to different people, and before partnering, a conversation needs to be had about the meaning of non-partisanship. Does the organization have similar guidelines to CASA? If not, it would probably be best to pass.

Section 8: Brand & Communication Guidelines



Branding

CASA has developed branding for the GOTV campaign that is consistent with the youthful, hopeful, and non-partisan brand that we want

others to sense. The branding information is below, should you need it to develop supplementary materials for your campus.

Names and Websites

Get Out The Vote / getoutthevote.ca

Sortons voter / sortonsvoter.ca

Logos



Colours

Primary colour: Purple

#34235D

R52 G35 B93

C86% M100% Y0% K4%
(always use CMYK for print)

Secondary colour: Yellow

#EAC31D

R234 G195 B29

C0% M17% Y88% K8%

Tertiary colour: White

#FFFFFF

R255 G255 B255

C0% M0% Y0% K0%

Fonts

Header font: **Rockwell Std Bold**

Body font: Proxima Nova

Co-Branding

When possible, CASA will include three logos on its GOTV materials: the GOTV logo, CASA's logo, and the individual association's logo. In email communications with students, CASA

intends to co-brand the email templates to use all three logos. Some printed materials will also be co-branded. Due to the limited space, swag will not be co-branded.

Amplifying the Campaign with Social Media

The importance of accompanying a campaign with engaging and professional social media content goes without saying

these days. This section will teach you how to amplify the message of Get Out The Vote using effective social media strategies.

Develop a Social Media Calendar

To make sure you're putting out regular, interesting content about the campaign, we recommend creating a social media calendar in advance. Here, you can plan when and what you will post, and plan ahead if you need to gather any photos or video content.

In the next section, we've provided you with a social media calendar to get you started.

Because you will be quite busy once the campaign launches, you can also schedule some of these posts in advance, using free tools such as Hootsuite.

Include Links and Visuals

Visual content is more than 40 times more likely to get shared on social media than other types of content. Therefore, make sure you're including photos and videos in your

posts whenever possible. This will help the campaign spread far and wide, and help us achieve our goal of getting more students informed!

Hashtags

Remember to use the hashtags #ReadySetVote and/or #PrêtFeuVotez throughout the campaign. Posts tagged with these hashtags will be displayed on our

GOTV campaign website. You can also add #elxn44, which is the hashtag for this election.

Use Different Platforms

Some students may only follow you on one or two social media platforms. To make sure you reach as many people as possible, use

multiple platforms each time you post. For example, this may include Facebook, Twitter, Instagram, Snapchat, YouTube, or more.

Be Professional

CASA has built a strong reputation over the 25 years it has been advocating for post-secondary students. It is critical that this reputation be upheld in all aspects of the campaign, including on social media. Here are a few rules to follow:

- Use emojis, gifs, and appropriate humour
- Double check the audio and background visuals before posting
- Make sure anyone featured on your social media has given you their verbal consent

Follow CASA's Code of Conduct

- Do not post profane language, or anything illegal, mean, or offensive
- Keep all content strictly non-partisan, and avoid talking about specific issues or party platforms when referring to the campaign

It's important to note that these guidelines not only apply to your association's social media accounts, but also to your own personal, public accounts. As representatives of your association and of CASA, posts that you make on your personal accounts can impact the reputation of those organizations.

Swag and Materials

In advance of the campaign, CASA will provide you with some materials and swag to accompany the campaign.

Our Members



About CASA

Established in 1995, the Canadian Alliance of Student Associations (CASA) is a non-partisan, not-for-profit, student organization composed of 23 student associations representing 275,000 post-secondary students from coast to coast. Through its partnership with

the Quebec Students Union (QSU), CASA presents a national student voice to the federal government. CASA advocates for a Canadian post-secondary education system that is accessible, affordable, innovative and of the highest quality.

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CASA
Canadian Alliance of
Student Associations

ACAE
Alliance canadienne des
associations étudiantes