

Feb. 23, 2021

Dear team leaders,

### Wow

The impact of the action you've been taking over the past six weeks on Bill C-12 is incredible, and growing. If you haven't caught it on Slack, [here's an overview](#) of meetings with Standing Committee members and MPs and recruitment of experts as witnesses to the Standing Committee hearings. There's a lot more in the [Bill C-12 action folder](#) including letters to the editor, key messages for submissions (if the bill ever actually reaches the Standing Committee) and a lot of strategy.

### Straight talk



The information videos you've recorded are now on the website; you can link to them from the [Bill C-12 action page](#) and they'll be shared on FB shortly. More videos are welcome! If there's a particular part of Bill C-12 you want to provide straight talk to parents about, these first three could be your inspiration - and remember [Amber's helpful tips & tricks](#) on recording (:

### All the things

Beyond Bill C-12, there are a growing number of actions and projects teams are taking on, including old growth forest protection in BC, fighting sprawl in Ontario, and many more. As you know, we've been looking at ways to share what's happening in a helpful and not overwhelming way. Haven't found the perfect solution yet! I'd like to give [the Padlet board](#) a real try, though, because it's easy and accessible. The idea is for teams to post a brief note on the board about what they're involved with or interested in, and check out the notes from other teams. You can visit the board anytime – at least once/month before the team leaders' meeting would be a good idea. If there's something you want to post on the board and you really can't get to it, let me know and I can post for you.

### Marching on

- Speaking of team leaders' meetings, our next is scheduled for **Monday, March 1**. [You can get the link to join from the FB event page](#). It's been an ongoing challenge to find a time that works across time zones, and I appreciate your flexibility and participation as we try out different options. The early + late session format seemed okay last time, so let's give it another try. **Session 1: 4 pm PT / 5 pm MT / 7 pm ET and Session 2: 7 pm PT / 8 pm MT / 10 pm ET**
- Building on the momentum of the moment, let's talk about making March a media month (alliteration, anyone?) What are the messages (stories) to share, and how do we get them out there?
- This will help! Very excited to offer this [session on Pitching & Placing](#), led by Jennifer Moreau (BCA New Westminster) and Naomi Carniol, from Springboard Communications Inc. **Sat. March 13: 10 am PT / 11 am MT / 1 pm ET**. It's a session exclusively for team members in the FOK network, focused on getting the media's attention so that your stories get told

and your voices heard. Because it is a hands-on workshop, registration is limited to 20 people. Please consider registering someone from your team who is already taking on the role of media communication, or is interested in doing so. We'll start a waiting list after the first 20 registrations.

### **You're allowed to be a Slacker**

If you haven't visited the Slack workspace yet and would like an introduction to it, please let me know. It does provide an alternative to email for communicating and collaborating, but I realize it's not for everyone. Happy to give you a preview of how it's working ... no strings attached.

Thanks for reading to the end of this jam-packed message. As always, I'm here for any questions or comments you have.

Take care, all.

Lella