

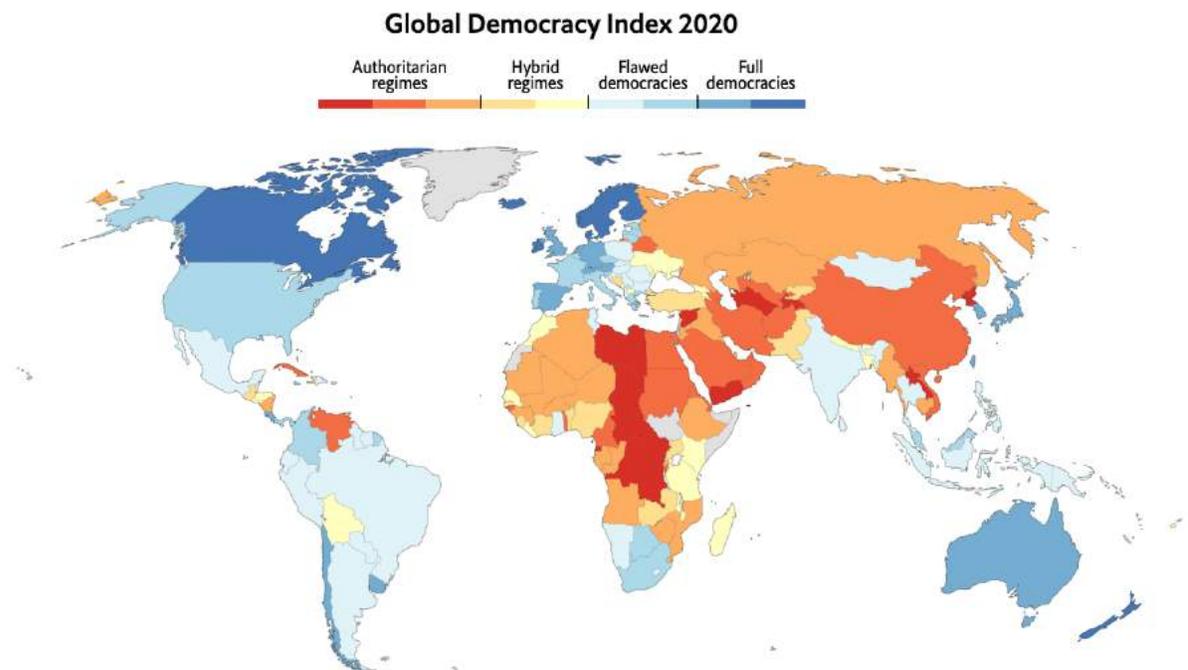
current call-to-action

 resultscanada.ca/campaign/campaign-1/

Democracy is not just a question of having a vote. It consists of strengthening each citizen's possibility and capacity to participate in the deliberations involved in life in society.

Fernando Cardoso, Former President of Brazil

The current federal election is taking place at a critical moment in time for Canadians and the world; meaning now more than ever we must engage with candidates and exercise our right to vote. We are privileged to live in a democratic country like Canada where the government is led by the people and for the people. In fact, Canada rated in the top 5 countries in the 2020 Global Democracy Index. To live in a democracy means that supreme power is vested in the people and exercised directly by them or by their elected agents under a free electoral system. Elections are an important component of our democratic process and represent a critical opportunity for change and your voice to be heard. Elections can incite a change to the party in power, Members of Parliament (MP) that represent ridings across the country and issues the Government of Canada prioritizes.



This federal election, we must work harder than ever to show candidates that Canadians support an increase in Canadian aid and want to see a just global recovery from the COVID-19 pandemic. Evidence indicates that the pandemic will have a lasting and profound impact on the socio-economic recovery of the world with low- and middle-income

countries expected to be particularly hard hit. Put simply, COVID-19 and the lack of a globally coordinated response and recovery is proving to be a catalyst for the widening of many deadly divides.

the many widening deadly divides in the global COVID-19 recovery

- The World Bank estimates that we will see the first rise in poverty since 1998 with an additional estimated 120 million people pushed into extreme poverty in the first year of pandemic alone.
- As of July 28, 1 in 2 people in high-income countries have been vaccinated whereas only 1 in 74 people have been vaccinated in low-income countries.
- An additional estimated 525,000 deaths from tuberculosis (TB) are expected to have occurred in 2020 due to TB service disruptions. The pandemic has caused a setback of more than 10 years of progress on TB, which is termed a 'disease of poverty' by the World Health Organization (WHO).
- The International Labour Organization (ILO) estimates that the pandemic triggered a 60 percent decline in earnings for 1.6 billion informal workers, while half of the world is trying to survive without any form of social protection.

The stakes are higher than ever before, but the solution is clear. This election we can let all parties and candidates know that we expect investments in Canadian aid and political action to match the scale of the global crisis. By making increasing Canadian aid to ensure a just recovery for all a priority, we can ensure equitable access to the tools needed to #EndCovidEverywhere, lead on the world stage, help stimulate the global economy and generate new political momentum to create the equitable world where we all want to live. We know that no one is safe until everyone is safe and this shared pandemic experience has made it clearer than ever just how interconnected we are globally. If world leaders would work together and muster up the USD \$50 billion needed, we would bring an end to the pandemic and generate some USD \$9 trillion in additional global economic output by 2025. It is not only the right thing to do but the smart thing to do.

how this election will be different

As has been the case with many events over the past year the upcoming federal election will look a bit different in comparison to past elections. Party leaders will increase their online presence and candidates will prioritize getting their message through social media, email, phone calls and virtual townhalls. Even election day might look a little different to accommodate pandemic public health measures. Learn more about the Canadian election process.

engaging with candidates if you are not a Canadian citizen or resident

Everyone can make their voice heard by reaching out to candidates! It does not matter if you are a Canadian citizen or resident.

You are extremely powerful in your ability to influence and inform electoral candidates. Since one of these candidates will become your future MP start building relationships with them now so they can last into the future. Once elected, it is your MP's job to represent you on Parliament Hill in Ottawa, which means you have a say when they make decisions on the issues you care about.

Follow the steps outlined in this call-to-action to learn how you can be an effective advocate during this federal election. Together we can show electoral candidates how much Canadians care and support a just global recovery from the pandemic.

The ask: As a candidate, will you go on the record in support of increases to Canadian aid to ensure a just recovery for all?

latest campaign updates

- **#EndCovidEverywhere (ongoing):** On August 4, Canada donated 82,000 doses of the AstraZeneca vaccine to Trinidad and Tobago. The following week, 10 million doses of Johnson & Johnson were shared through the COVAX vaccine alliance!
- **#LeaveNoOneBehind (ongoing):** On August 6, Results Canada made a submission for the Government of Canada's pre-budget consultations in advance of the upcoming 2022-2023 federal budget. We recommend at minimum that Canada invests the equivalent of at least 1% of what has been spent to address COVID-19 domestically towards a global response. [Learn more.](#)
- **#EndCovidEverywhere (ongoing):** On July 12, Canada got us one step closer to ending COVID-19 everywhere with an additional donation of 17.7 million vaccines to low- and middle-income countries. The same day, the government launched a partnership with UNICEF Canada's [#GiveAVax](#) campaign, which means they will match up to CAD\$10 million of Canadians' donations to the campaign!



Sherry Moran

Group leader - Ottawa, ON

Any federal election is an opportunity to recommend that more Canadian resources be devoted to ending extreme poverty. During the 2019 election, I attended all-candidates meetings in several local ridings. More importantly, I attempted to meet with candidates for major parties ahead of time to ensure they were well-informed about global health and education, and how both impact poverty. The candidates are usually very welcoming as they want to be prepared when advocates such as Results volunteers show up at all-candidates meetings.

Sometimes questions must be submitted in writing and are put to candidates by a moderator; other times people are allowed to line up at the mic to ask their question on the spot. That is the moment to speak passionately about why Canadian leadership and aid matters so much. Speak clearly and from the heart; if your voice is authentic, the candidates and the crowd will hear you.

Learn more about [Sherry's advocacy](#).

Meet more of our champions.



Watch Video At: https://youtu.be/7R0rfy9Lj_o

video (above): Make a Plan to Vote | Elections Canada 2021

resources

See all our resources under your tools to support you in taking action.

[#RaiseYourHand](#) printout of current campaign and actions

- [Ways to Vote – Elections Canada](#)
- [Results Canada: Federal Election key facts](#)
- [Results Canada: About Canadian aid](#)
- [Cooperation Canada: In this together: a case for Canada's global engagement](#)
- Find more resources under the call-to-action page [inform yourself](#)



Disclaimer: Results Canada is a non-partisan advocacy organization. Our call-to-action around the federal election does not endorse any electoral candidates or federal parties but encourages support for a just global COVID-19 recovery to all Canadians, political candidates, and political parties in advance of the 2021 federal election.

If you have any questions about non-partisan campaigning, please contact action@resultscanada.ca.

key dates

August 19: [World Humanitarian Day](#)

August 23-27: [World Water Week](#)

September 1: [Results Canada national call](#)

September 8, 8pm-10pm EST: [French Leaders' Debate](#)

September 9, 9pm- 11pm EST: [English Leaders' Debate](#)

September 20: [Voting Day](#)

September 20-24: [Gender Equality Week](#)

hashtags

[#Canada4Results](#)

[#CanadianAid](#)

[#Cdnpoli](#)

[#CanadiansVote](#)

[#elxn44](#)

[#vote](#)

tags

[@ResultsCda](#)

[@JustinTrudeau](#)

[@erintoole](#)

[@theJagmeetSingh](#)

[@AnnamiePaul](#)

[@yfblanchet](#)

[@liberal_party](#)

[@PCC_HQ](#)

[@NDP](#)

[@CanadianGreens](#)

[@BlocQuebécois](#)

keywords

Federal Election

Canadians Vote

Canadian Aid

Official Development Assistance

Global Recovery

COVID-19

Deadly divides

inform yourself

 resultscanada.ca/action-button/inform-yourself-campaign-1/

Our [#CanadiansVote](#) call-to-action highlights the steps you can take to be an effective advocate during this federal election. You are extremely powerful in your ability to influence and inform electoral candidates about the impact of [Canadian aid](#) and importance of a just global recovery.

The first step to being informed is ensuring you know all the candidates running for election in your community. To find out your local candidates type your postal code into the search bar located on the [Elections Canada website](#).

Since one of the candidates will become your future Member of Parliament (MP), it is critical that you research each of the candidates so you can understand what they care about. After you have done your research, you also need to make sure you know about the parties they represent. To learn about each party's priorities, so you can engage with your local candidate, read all their platforms:

While reading the party platforms look for their policies on foreign affairs and international development and see if you can find answers to these questions:

1. What is their stance on Canadian aid?
2. How have they addressed the devastating effects of COVID-19 in their foreign policy?
3. Do they have a global recovery plan for the world?
4. Do they mention the [0.7 target](#) for Canadian aid?

engaging candidates on social media

Follow each of the candidates in your riding on their social media platforms: Twitter, Facebook, Instagram. This will help you stay informed in real time, provide you the space to engage with them online and determine when they will be participating in debates, town halls or other election activities.

In addition to being informed on the candidates and party platforms, it is important to understand the investment required for a global recovery from COVID-19 and the reasons why an increase in [Canadian aid](#) is needed. Check out our call-to-action [resources](#) to learn about the relationship between the pandemic and the global inequities COVID-19 has exacerbated, as well as the the most impactful use of Canadian aid to support people living in poverty.

The ask: As a candidate, will you go on the record in support of increases to Canadian Aid to ensure a just recovery for all?

Once you know all the candidates running for election in your community and have researched their party platforms, start to reflect on the issues that matter most to you. How will you communicate the issues to candidates? How could you create a short pitch using the EPIC formula on the need for a just global recovery? You never know when your candidate will cold call you or even knock on your door, so it is crucial that you have an idea of how to communicate concisely what you care about!

contact your candidates

 resultsCanada.ca/action-button/contact-your-candidates-campaign-1/

Our [#CanadiansVote](#) call-to-action highlights the steps you can take to be an effective advocate during this federal election. You are extremely powerful in your ability to influence and inform electoral candidates about the impact of [Canadian aid](#) and importance of a just global recovery.

After you determine who is running for election in your community and read the [party platforms](#), now is time to contact all your [candidates](#). Leading up to election day, you will want to call, email or write them so you can begin to build relationships with them. Your local candidate wants to hear from you about:

- the issues you care about (like a just global recovery!),
- why they are important, (to end extreme poverty!), and
- what you would like them to do about it if elected (improve policies and commit to funds that support people living in poverty!).

Since one of these candidates will become your Member of Parliament (MP), they will represent you on Parliament Hill in Ottawa. That means by engaging with them now, you will have power and influence when it comes time for them to make decisions on the issues you care about most.

When speaking with candidates, ensure you are respectful and non-partisan (not favouring one political group over another). You never know who will be elected to represent you. Have open discussions about what you care about so you can understand where they stand on the issue. Do not forget as a candidate they must be aware of many issues. Take this as an opportunity to educate and influence their understanding of [Canadian aid](#) and the importance of a global recovery from the pandemic. As members of a democratic nation our duty is not only to vote on election day but also to speak upon important issues.

engaging with candidates if you are not a Canadian citizen or resident

Everyone can make their voice heard by reaching out to candidates! It does not matter if you are a Canadian citizen or resident.

Now is a great opportunity to invite your friends, neighbours, and family to engage with their candidates. Too often people do not realize the opportunity they have to influence candidates or elected officials. You can engage with them in two main ways:

1. Call candidates

Candidates are very busy throughout the election and might not have the time to meet with you individually. Calling your candidates' headquarters can be an effective way to communicate your issues. To find their phone number, search their website for their contact details. When you call, explain that you want to speak with the candidate about the issues that matter to you and ask them to call you back. If they call you be prepared to deliver an [EPIC pitch](#) to discuss the importance of a just global recovery. If they never call back, call again, and ask to speak to a senior campaign official. These officials will listen and record the issues you care about in the election.

2. Meet candidates

By meeting with your candidates before election day, you can start to build a relationship with your future MP and ensure they know that you care deeply about a world free of extreme poverty. Try inviting candidates to your next Results Canada Education & Action monthly group meeting. This will allow for candidates to meet people in your community and discuss the importance of a global recovery to the pandemic. You will have paved the way for future conversations that influence large funding or policy decisions.

The ask: As a candidate, will you go on the record in support of increases to Canadian Aid to ensure a just recovery for all?

Congratulate yourself for engaging with a candidate! Do not forget to thank your candidate for their time by using our Thank You for the Meeting email template below and/or tweet a photo you took at the meeting and tag them.

Dear [X Party] candidate [Mr. John Smith], My name is [Jane Doe] and I volunteer with Results Canada. We met [Thursday June 27] to discuss the importance of Canada aid in the upcoming federal election. Thank you for taking the time to meet with [me/us/our group] – [I am/we are] happy to hear that international assistance is a priority for you and your party. Canadians, including [us/me], want to ensure that Canada continues to fund programmes that give those living in poverty access to quality healthcare, education, and economic opportunities, and see Canada's leadership on the international stage continue.

[Optional:] I have attached a copy of the [report/leave behind/additional information] that we discussed, please reach out if you have any questions.

Thank you again for taking the time to meet with [me/us], and good luck in the upcoming election.

Sincerely,

[Jane Doe]

Make sure to track your actions with your group leader or through our [website](#). It is valuable to [report](#) back so that we can:

1. record the activity to know which candidates have been actively contacted
2. show how you're making a difference and encourage others to do the same!

attend an election event

 resultsCanada.ca/action-button/attend-an-election-event-campaign-1/

Our [#CanadiansVote](#) call-to-action highlights the steps you can take to be an effective advocate during this federal election. You are extremely powerful in your ability to influence and inform electoral candidates about the impact of [Canadian aid](#) and importance of a just global recovery.

Leading up to the election many candidates hold events like town halls or local debates to outline their priorities should they be elected. At these events you can learn about your candidates and ask questions about issues you care about, such as a just global recovery from the pandemic. By taking action and asking questions, you will make an impact in three ways:

1. Creating space for your candidate to explain their policy on a global recovery or [Canadian aid](#).
2. Spotlighting the importance of a global recovery and Canadian aid in your community.
3. Providing a starting point to build relationships with all candidates, one of which will be elected and become your representative on Parliament Hill.

The ask: As a candidate, will you go on the record in support of increases to Canadian Aid to ensure a just recovery for all?

Here are sample questions you can ask candidates:

1. Will your party increase Canadian aid should your leader become Prime Minister?
2. Do you or your party have a global recovery plan for COVID-19, recognizing that this pandemic is a global issue, and no one is safe until everyone is safe?
3. How can Canada do more on the international stage when it comes to Canadian aid, especially considering the impacts of COVID-19?
4. Will global health and international development be a top priority for you if you are selected as our Member of Parliament (MP)?

The more people asking questions about a global recovery and Canadian aid during the election the better! By creating a unified voice on the importance of Canadian aid, we are showing candidates that Canadians care about a global recovery and that it must be prioritized in the post-election agenda.

Most candidates will be using virtual events to communicate their priorities, so make sure you watch out for opportunities to engage in these spaces and online. Don't miss the leaders' debates in French on [September 8](#) and in English on [September 9](#)!

write a Letter to the Editor (LTE)

 resultscanada.ca/action-button/write-a-letter-to-editor-campaign-1/

Our [#CanadiansVote](#) call-to-action highlights the steps you can take to be an effective advocate during this federal election. You are extremely powerful in your ability to influence and inform electoral candidates about the impact of [Canadian aid](#) and importance of a just global recovery.

Getting your message and name in print is a powerful way to influence local candidates while educating your community on the issues you want to see prioritized in the election.

letter to the editor (LTE)

: a letter written to a newspaper, magazine or other periodical about issues of concern to readers, usually intended to be published in the paper/periodical

By getting a Letter to the Editor (LTE) published about the importance of [Canadian aid](#) and the need for a just global recovery from the pandemic, you are creating space for further discussions.

Explain how the stakes are higher than ever but the solution is clear: This election, all political parties must commit to increasing Canadian aid to ensure a just recovery for all. By investing in Canadian aid, we can increase access to vaccines for all, limit the spread of deadly COVID-19 variants, lead on the world stage, help stimulate the global economy, and contribute to a better world in which we all want to live.

Use these resources to help inform your message:

- Call-to-action [#CanadiansVote](#)
- Results Canada [Federal Election key facts](#)
- Results Canada [About Canadian Aid](#)

The ask: As a candidate, will you go on the record in support of increases to Canadian Aid to ensure a just recovery for all?

Use our instructions, tips, and resources below to get your LTE published in the media.

1. Familiarize yourself with our current [campaign](#).
 2. Connect our campaign and your opinion with a newsworthy topic or hook that inspires you.
- Try these ideas:

- refer here to our [key dates, hashtags, tags and keywords](#)
- do internet research, read the latest news articles, or use external resources

- refer to past [volunteer LTEs](#) to see published examples

3. Write your LTE to give your opinion related to our campaign issue. See an example below.

4. Use our searchable list of [editors' emails](#) to email your LTE to.

5. Press send.

6. Send your LTE to your [Member of Parliament \(MP\)](#) to let them know your opinion.

7. If you belong to a Results group, let your Group Leader know that you've submitted an LTE. If you are not part of a group, consider [joining one!](#) Until then, fill out this "actions taken" [online form](#).

8. If your LTE gets published, share it on social media by tagging [@ResultsCda](#) and your [MP](#). And make sure to let your Group Leader know!

read our top tips

1. Make it relevant and timely - ideally within 2 days of a current event.
2. Finish and submit your letter - it doesn't have to be perfect, and you don't have to be an expert to have an opinion. You simply need to care.
3. Come up with a dynamite title that will catch the Editor's attention.
4. Be creative and speak from the heart about the campaign issue.

secret tips

- Keep it short - around 3 paragraphs or 150-200 words. You want your LTE to be concise and succinct to increase your chances of grabbing the reader's attention, getting published, and getting your message out.
- Don't give up. If your letter hasn't been published, email the editors and ask them for feedback.
- Track your letter by doing an internet search of your name and following up with the publication to find out if/when it is getting published.

see an example of an LTE

Canada must support equitable distribution of the COVID-19 vaccine

Dear Editor,

Despite the slow vaccine rollout, about 20% of Canadians have received at least one dose while only about 0.7% of the entire continent of Africa has received a single dose. While Canada has staked their claim to 230 million doses, more than 3 times what is needed to immunize Canadians, estimates show that many countries will not have mass vaccination programs in place until 2024.

As new coronavirus vaccines zoom through clinical trials and approvals, wealthy nations have reserved millions of doses and global supplies of COVID-19 equipment and drugs creating an enormous gap in access for low-income countries. To bridge this gap, India and South Africa applied for a Trade-Related Aspects of Intellectual Property Rights (TRIPS) waiver at the World Trade Organization in October 2020 to temporarily waive IP rights enabling global manufacturers to produce generic versions of vaccines and drugs.

Waiving of IP rights two decades ago by several nations improved access to HIV drugs and cut costs. Similarly, this TRIPS waiver could boost the production and equitable distribution of COVID vaccines. It is important to note that this is not a silver bullet and many issues like poor supply chains, material shortage, capacity building and cooperation between developers and manufacturers need to be addressed.

On May 5th Canada must support the TRIPS waiver especially since it does not have a domestically produced vaccine. In fact, Canada stands to benefit from this waiver as India is scheduled to deliver us 2 million doses by the end of May. As PM Trudeau rightfully said, we don't get through this pandemic anywhere until we get through it everywhere.

Jeena Mathew, Publication date: Apr 21, 2021, [Inside Halton](#)

See all our [resources](#) to help you write your LTE, along with key dates, hashtags, tags and keywords found on our [campaign page](#).

Tell a story. Everything is built on storytelling. If you're in the right place at the right time and you tell the right story, you can do anything.

- Danny Glenwright, President and CEO of Save the Children Canada

use your voice on social media

 results.canada.ca/action-button/use-social-media-campaign-1/

Our [#CanadiansVote](#) call-to-action highlights the steps you can take to be an effective advocate during this federal election. You are extremely powerful in your ability to influence and inform electoral candidates about the impact of [Canadian aid](#) and importance of a just global recovery.

Many of your local candidates will have social media accounts and will be engaging daily during the election. They want to hear from you directly so reach out to them on the platform they post on the most!

Explain the importance of [Canadian aid](#) and prioritizing a global recovery from the pandemic this election by posting and tagging all your candidates and the party leaders who are running to be the next Prime Minister.

Remember the election runs for a short time and many important issues will be discussed, so make sure a global recovery is a priority by being active on social media throughout the election.

If you meet with any of the candidates, post about the meeting on your social media. But remember, keep it non-partisan, you never know which candidate will be elected so it is important that you build relationships with them all.

The ask: As a candidate, will you go on the record in support of increases to Canadian Aid to ensure a just recovery for all?

You can also instantly let your candidates know that you care by sending the ready-made tweet below. Don't forget to add your candidate's account handle!

Tweet instantly (click below)

[Thank you @\[REPLACE with candidate's account handle\] for taking the time to discuss the importance of Canadian leadership in the fight to end extreme poverty by investing in a global recovery from the pandemic #CanadiansVote #elxn44 #Cdnpoli #Canada4Results](#)



[View all](#) our photos and social media images.

If you prefer to write your own tweet or post, use our instructions, tips, and resources below.

1. Familiarize yourself with our current [campaign](#).
2. Connect our campaign, and support your opinion with a newsworthy topic or hook that inspires you. Try these ideas:

- refer here to our [key dates, hashtags, tags and keywords](#)
- do internet research, read the latest news articles, or use external resources
- refer to [Twitter](#) and our [Social Media Wall](#) to see posts from volunteers and others

3. Login to your profile on social media. If you need help, consult our [social media tips](#) for Twitter, Facebook, and Instagram

4. If your MP, a Minister or the Prime Minister has social media, you can find their details [here](#).

5. Write your post and personalize it so that it's meaningful to you. Consider these ideas:

- consult [your tools](#) to learn how to use social media powerfully
- include [@ResultsCda](#) in your post so that we can help amplify your voice

6. Hit post and ask your friends to help you spread the word by sharing, commenting and liking.

7. If you belong to a Results group, let your Group Leader know that you took action on social media. If you are not part of a group, consider [joining one](#)! Until then, fill out this "actions taken" [online form](#).

read our top tips

1. Be catchy
2. Be bold and respectful
3. Post frequently
4. Always tag [@ResultsCda](#) so that we can help amplify your message. If space allows, include the hashtag [#Canada4Results](#)

secret tip

When posting on social media, be genuine and speak from the heart. People want to connect with other human beings online, so be yourself and it'll help you get your message across!

See all our [resources](#) to help you use social media, along with key dates, hashtags, tags and keywords found on our [campaign page](#).

With a very simple action, you can have a very big impact. Together we're strong and together our voice is louder. This is the great thing about advocacy.

- Piera, Results Canada volunteer

vote

 results.canada.ca/action-button/vote-campaign-1/

Our [#CanadiansVote](#) call-to-action highlights the steps you can take to be an effective advocate during this federal election. You are extremely powerful in your ability to influence and inform electoral candidates about the impact of [Canadian aid](#) and importance of a just global recovery. Now is the time for your voice to be heard!

On election day on September 20, make sure that you vote! Your voice matters and so does your vote. You can find the official information regarding the election as well as how to register to vote at [elections.ca](#).

Watch this video on how to vote:



Watch Video At: https://youtu.be/7R0rfy9Lj_o

secret tip

Now more than ever we must engage with candidates and exercise our right to vote. The unprecedented strain the COVID-19 pandemic has put on global economic and health systems has caused existing vulnerabilities to be further exacerbated with low- and middle-income countries being most affected.

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We encourage electors to use our Online Voter Registration Service. By registering, checking and updating their information early, electors will be sure to get a voter information card. Because of the pandemic, we may be using non-traditional polling locations. The voter information card will give electors all the information they need to plan their safe voting experience.

- Stéphane Perrault, Chief Electoral Officer, Elections Canada