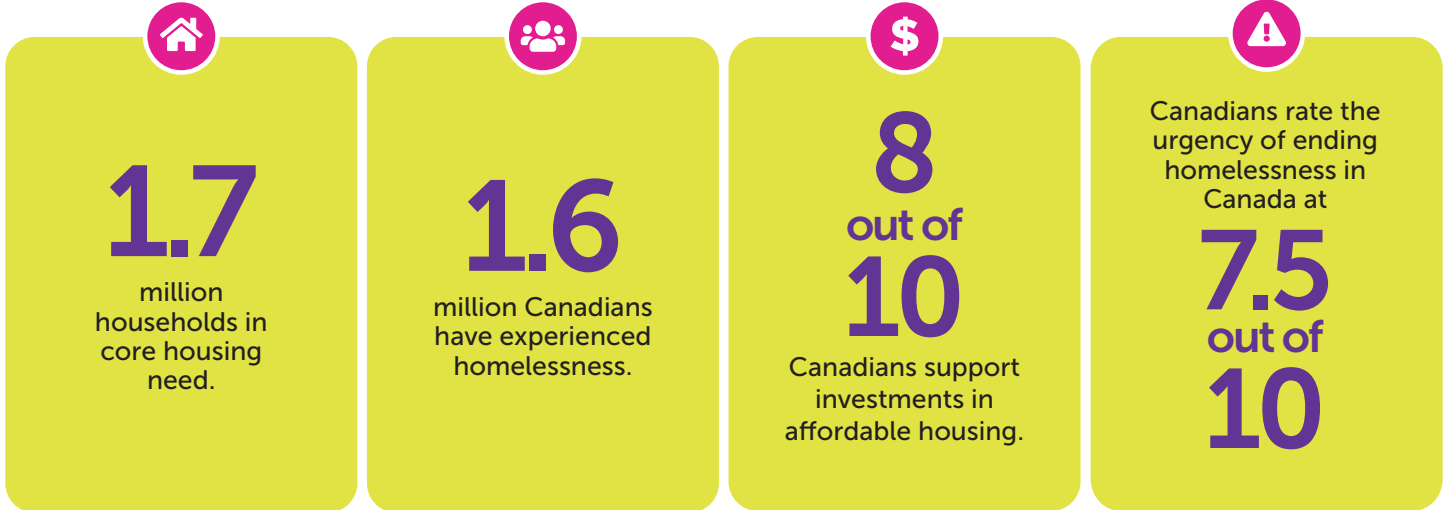




The largest housing advocacy campaign in Canadian history to mobilize thousands of Canadians to pledge to Vote Housing in the upcoming federal election.

THE OPPORTUNITY



Homelessness and housing precarity has not always existed on the scale we see today. The rise of homelessness and so many living in unaffordable, unsafe housing is the direct result of federal withdrawal from investment in affordable housing and social services.

Homelessness and a dire lack of affordable housing are linked. This situation was created by policy and we must engage in the political process to fix it.

Grassroots political advocacy, or engaging those that are in one's network/community/social orbit, is a key strategy for building public and political support to secure safe, affordable housing for all, especially those without a roof over their head. It reinforces community responses and lobbying efforts.

OUR GOAL

We will model a modern political campaign by merging the best practices of digital advocacy (digital organizing, iterative campaign videos, social media advertising, supporter list-building, relational organizing, etc.) with scalable on-the-ground grassroots advocacy (field organizing, door knocking, coffee parties, lawn signs, etc.) to build a non-partisan campaign that draws people in, signs them up to pledge to Vote Housing, compels them to recruit friends and family, and applies pressure on candidates and parties to commit to invest in housing leading to, and during the upcoming federal election.

We will have a presence everywhere we can in the country, while there are hot spots of the GTA, Lower Mainland and areas around Montreal—there are 70 key swing ridings in many regions, rural and remote areas across Canada where the upcoming federal election will be fought. We will ensure through our non-partisan digital and grassroots campaign that housing is on the mind of every candidate and every political party by engaging and mobilizing thousands of Canadians to pledge to Vote Housing in the upcoming federal election.

The Vote Housing platform's six policies will pave the path toward ending homelessness and housing precarity for all in Canada. We want to see those policies reflected in federal party platforms this election.

HOW TO GET INVOLVED

IT GROWS WITH YOU

Our campaign is ambitious. Perhaps even a bit over ambitious (we get that!). But we also know it's necessary -- to ensure we get the change we are looking for, to showcase our advocacy muscle, and to build the advocacy, organizing, and digital engagement capacity of the sector.

WE WOULD LOVE FOR YOU TO GET INVOLVED.



ENDORSER

ENDORSER

- Organizational and individual supporters who publicly support the campaign with a testimonial, listing of name / logo, distributing campaign materials

ROLE & OPPORTUNITY

- Logo and brand on website as a contributing partner throughout the campaign
- Endorsers are actively engaged in the campaign as volunteers, supporting voter recruitment, engaging their networks and using their voice on and off-line to support the campaign
- Campaign supports endorsers with communication material and training

*organizations and individuals who make financial or in-kind contribution may also be contributors



CONTRIBUTOR

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- Organization or individual who makes a financial contribution of \$1,500 or more and/ or in-kind support valued over \$10,000 (for example, secondment of staff, sharing of email lists, recruitment of volunteers, etc.) to the campaign
- Promoting the Vote Housing campaign to your organization email list

RECOGNITION

- Monthly meeting with campaign leadership to discuss campaign strategy and tactics (bi-weekly during the writ) to allow for insight and organizational capacity building
- Logo and brand on website as a contributing partner throughout the campaign
- Organizational capacity building for staff/ seconded resources on the campaign
- Tax receipted donation
- Endorsers are actively engaged in the campaign as volunteers, supporting voter recruitment, engaging their networks and using their voice on and off-line to support the campaign
- Campaign supports endorsers with communication material and training



VOLUNTEER ROLES

What we are looking for!

IN YOUR COMMUNITY - we are looking for door knockers, phone callers, street team organizers, event planners to offer a minimum of 2-4 hours a week to help reach out to people in their community!

ONLINE - digitally organize online on social media, host and coordinate online zoom parties aligned with your schedule. Minimum 2-4 hours a week on your own schedule!

LEAD - help us lead the campaign ground game as a regional organizer in your community helping plan activities and lead teams, help onboard volunteers from across the country, organize events in your community.