



PROVINCIAL ELECTION MANUAL 2022



Building, engaging, and
mobilizing communities



INTRODUCTION

MESSAGE FROM THE PRESIDENT

As we continue to prepare for the Ontario provincial, municipal and trustee elections in 2022, I am pleased to introduce OSSTF/FEESO's provincial election manual 2022—Building, engaging, and mobilizing communities, municipal and trustee councils.

Our goal is the election of a provincial government and councils whose policies and intentions align most closely with the principles laid out in the OSSTF/FEESO education platform, *Strengthen Public Education—Rebuild Ontario*. The documents and resources contained in this booklet will provide you and your local team with valuable information and ideas to use in pursuit of that goal. This material will help you to ensure that OSSTF/FEESO members in your Districts and Bargaining Units understand why this election matters, and become politically engaged as the vote approaches. It outlines resources available from Provincial Office and provides a framework for action and mobilization.

As teachers and education workers, since the 2018 elections, we have been reminded time and time again that the kind of government and councils Ontario elects has a direct impact on our daily working lives. With the added challenge of the COVID-19 pandemic, from funding levels to ministerial priorities to the kinds of challenges we face when it comes to bargaining new collective agreements—all of these things are affected by the policies and the disposition of the government at Queen's Park and municipal and trustee councils. If OSSTF/FEESO leaders and members fail to engage in the democratic process and participate in the election of those governments and councils, we resign ourselves to letting others decide our future.

We must do what we can to ensure that our members are aware of, and understand the importance of, the issues we've identified in our education platform. And we must make every effort to make those issues a part of the broader public discourse as the election approaches.

We have a right and a duty to defend the interests of public education through our participation in the political process. This booklet will be a valuable resource as we exercise that right.



Karen Littlewood
OSSTF/FEESO President

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WHY THIS ELECTION MATTERS

Ontario's provincial government plays a critical role in shaping the lives of our members, families, and communities. We have learned from experience that it does matter who wins the next election. The many challenges we face in the publicly-funded education system, from early learning to post-secondary to adult learning have multiplied under the current government. The way to change this is by electing candidates that will listen and strengthen publicly-funded education. We know we can have a significant effect on the outcome of the election through our efforts to:

- Inform the candidates and the public about education issues (hybrid learning, violence in the classroom, lack of services, privatization)
- Support pro education and progressive candidates (spread the word to colleagues and family, personally volunteer with a campaign, make a donation, show support on social media)
- Motivate members to get involved (PAC building, community events, member mapping, encourage new people)
- Get out the vote (Every vote counts!)

In the broader community we see more critical areas affecting our collective well-being that will only get addressed if we elect the best candidates to take action on:

- Anti-Black and anti-Indigenous systemic racism
- Failure to protect and care for seniors in Long Term Care
- Lack of access to paid sick days
- Health-care worker/nurse/doctor burnout and stress
- One per cent pay raise restrictions on female dominated job classes (nurses, educators) enacted under *Bill 124*
- Lack of a well planned support for children living with autism, thousands on the waitlist
- Opioid addiction and drug overdose crisis getting worse
- Affordable housing out of reach for more and more people

The list is much longer. The Ontario Federation of Labour has an exhaustive list of policies, laws and decisions implemented by the Ford Conservative government since 2018. It can be found at: ofl.ca/ford-tracker





CURRENT POLITICAL LANDSCAPE

With the provincial election still months away and great uncertainty in this time of the global pandemic what little is clear is the absolute need for a new government if we want to strengthen public education and rebuild Ontario. The Doug Ford Conservative government refused to engage meaningfully with education unions in bargaining through 2018 and 2019 which resulted in a strike that gained significant momentum and focus on publicly-funded education—then the global pandemic hit. It has been over a year and a half since the pandemic began. The opposition parties (NDP, Liberals and Greens), unions, parent groups, student groups, and education workers have been demanding that the government begin meaningful consultations. This needs to lead to the implementation of all measures possible to ensure children and staff have the best, most sensible conditions to avoid illnesses and school shutdowns due to a coronavirus.

In the 2018 provincial election, the Progressive Conservative Party won a majority government with 76 seats, the New Democratic Party won 40 seats, the Liberals won seven seats and the Greens won one. For this next election, the Liberals have a new leader—Steven Del Duca. The NDP’s Andrea Horwath and the Green Party’s Mike Schreiner are experienced campaigners. It remains to be seen if the Progressive Conservative majority win in 2018 was an outlier or an enduring shift to the right by Ontario voters.

OSSTF/FEESO’s primary challenge in this election is to support all Districts, their Bargaining Units and members to engage in the election at their comfort level while also encouraging medium and higher-level actions that we can take together to ensure we elect a public education friendly government and ideally an education friendly opposition too. Collectively using the framework and actions suggested below will get us there.

POLITICAL FINANCING AND THIRD-PARTY ADVERTISING

Unions, and all other organizations, are completely banned from supporting political parties, candidates and riding associations with money or any other material or in-kind donation. This includes paying for time-release for members to work on a campaign, lending furniture, or even donating extra pencils. Unions may continue to spend whatever monies they choose to engage their own members.

Individuals, on the other hand, are now able to contribute more generously to each political party, candidate, constituency association and leadership candidate. The new limits raise of the personal contribution limit of \$1,200 to \$3,300, and extend the per-vote subsidy that all political parties receive based on their share of the votes.

As well, the PC government introduced legislation in February, 2021, to extend the restriction on third-party advertising to 12 months from the previous six months. Their first attempt, *Bill 254, Protecting Ontario Elections Act, 2021*, was rejected by the Ontario Court for being too expansive a law in response to a court challenge by most of Ontario's education unions, including OSSTF/FEESO. Premier Doug Ford then used the "notwithstanding clause" of the Canadian Constitution to override the Court decision and brought in *Bill 307, Protecting Elections and Defending Democracy Act, 2021*. The amount of third-party advertising allowable remains at \$637,200 despite the doubling of the restricted period. The new restricted period for this amount will cover the period from May 4, 2021 to May 3, 2022. In addition, Ford's government maintained the restrictions on the election campaign period from May 4, 2022 to June 2, 2022 at \$100,000. At the time of this manual's publication, the education unions have initiated a court challenge to *Bill 307*. The case is scheduled to begin at the

end of November, 2021. For greater clarity, Elections Ontario has summarized what political advertising does not include:

- advertising by the Government of Canada, the Government of Ontario, the government of another province or territory of Canada, or the government of a municipality, or by any part of such a government;
- the transmission to the public of an editorial, a debate, a speech, an interview, a column, a letter, a commentary or news;
- the distribution of a book, or the promotion of the sale of a book, for no less than its commercial value, if the book was planned to be made available to the public regardless of whether there was to be an election;
- **communication in any form directly by a person, group, corporation or trade union to their members, employees or shareholders, as the case may be;**
- the transmission by an individual, on a non-commercial basis on the internet, of his or her personal political views; or
- the making of telephone calls to electors only to encourage them to vote.

OSSTF/FEESO's Provincial Office will be registering as a third party. Districts or Bargaining Units may **NOT** register as separate third parties. All spending by Districts and Bargaining Units must be focused entirely on OSSTF/FEESO members. For more information on third party advertising, see www.bit.ly/2EvrxmO and contact Paul Kossta at Provincial Office (Paul.Kossta@osstf.ca).

According to Elections Ontario, “a third party is any person or entity that is not a political party, candidate or constituency association, and that engages in political advertising. Third parties include corporations, partnerships, unincorporated businesses and associations, and many other groups.



DID YOU KNOW?

You can receive a tax credit for 75 per cent of any donation made to a campaign, party or riding association up to the amount of \$427.00

The current rules in full can be found here:

www.ontario.ca/laws/statute/s21031

2021 CONTRIBUTION LIMITS TO POLITICAL PARTIES

In the 2021 calendar year, a person can contribute up to a limit of \$3,300 to each registered political party.

Source	Period	Contribution limit	Recipients included in the limit
Individual contributor using own funds	Calendar year (including all campaign periods in that year)	\$3,300	Individual political party





2021 CONTRIBUTION LIMITS TO CONSTITUENCY ASSOCIATIONS & NOMINATION CONTESTANTS

In the 2021 calendar year, a person can contribute up to a combined limit of \$3,300 to all constituency associations and nomination contestants for each registered political party. In the 2021 calendar year, a person can contribute up to a limit of \$3,300 to each constituency association endorsed by an independent member.

Source	Period	Contribution limit	Recipients included in the limit
Individual contributor using own funds	Calendar year (including all campaign periods in that year)	\$3,300	All constituency associations for a party and all nomination contestants for that party
Individual contributor using own funds	Calendar year (including all campaign periods in that year)	\$3,300	A constituency association of an Independent Member

2021 CONTRIBUTION LIMITS TO CANDIDATE CAMPAIGNS

In the 2021 calendar year, a person can contribute up to a limit of \$3,300. This \$3,300 limit applies across all registered candidates of any one registered party and to all registered independent candidates (not endorsed by a registered political party).

A registered candidate may make contributions to be used for the candidate's own campaign, and out of the candidate's own funds. These funds must not exceed \$10,000 in total during the campaign period, combined with any period during which the candidate is registered.

Source	Period	Contribution limit	Recipients included in the limit
Individual contributor using own funds	Campaign period	\$3,300	Individual candidate campaigns for a political party
Individual contributor using own funds	Campaign period	\$3,300	Individual independent candidate campaigns (not endorsed by a political party)
Candidate using own funds	Campaign period	\$10,000	Limited to one's own campaign



AT THE BEGINNING OF 2022, ELECTIONS ONTARIO WILL PUBLISH THE NEW CONTRIBUTION LIMITS FOR 2022.

Please check for the updated limits at:
www.elections.on.ca/en/political-financing0/eligible-contributions.html

A FRAMEWORK FOR ACTION

OSSTF/FEESO'S PROVINCIAL ELECTION STRATEGY IS CENTRED ON FOUR MAIN GOALS:

1. **ELECT AN EDUCATION FRIENDLY GOVERNMENT THAT WILL BACK A PROPERLY FUNDED, QUALITY PUBLIC EDUCATION SYSTEM**
2. **STRENGTHEN SUPPORT FOR PUBLICLY-FUNDED EDUCATION IN ONTARIO**
3. **DEVELOP ONGOING AND EFFECTIVE POLITICAL RELATIONSHIPS**
4. **BUILD A STRONG FOUNDATION FOR FUTURE ACTION**

These goals will guide the development of OSSTF/FEESO's plans for the provincial election and our positioning in the post-election period. Successful achievement of these goals will result in the establishment of a positive environment not just for bargaining, but also for influencing government policy post-election on a wide range of issues important to Ontarians, as well as our members.



ELECT AN EDUCATION FRIENDLY GOVERNMENT

Since 2003, OSSTF/FEESO has built its strategy around electing a government that would support public education and take a progressive stand on other issues affecting the well-being of members, students, and their communities.

In the recent past we were strategic in the allocation of resources and concentrated on ridings where we could make a difference. Our overriding goal has been and continues to be preventing candidates who support regressive policies from winning elections. This requires putting our resources where we can shift the balance of power towards progressive candidates.

Our challenge is to elect a government that we can work with on education and other issues important to our members and our communities.



STRENGTHEN SUPPORT FOR PUBLICLY-FUNDED EDUCATION IN ONTARIO

OSSTF/FEESO's *Strengthen Public Education—Rebuild Ontario* platform:

- Increasing student-centred supports and services
- Centring schools as part of our communities
- Addressing systemic inequities
- Improving learning conditions
- Providing safe, healthy learning and working conditions

This platform emphasizes the integral role of publicly-funded education in both our economy and our society, and they help us frame specific needs for education in the early years, through elementary and secondary school, and on to post-secondary. The package is a valuable tool to raise the profile of education issues both during and beyond the campaign period.

The *Strengthen Public Education—Rebuild Ontario* platform can be used to:

- Influence the election platform and priorities of political parties
- Build campaign support for endorsed and other progressive candidates
- Inform the voting public, the media, and our communities about our priorities
- Lobby the government on education policy and priorities

3

DEVELOP EFFECTIVE POLITICAL RELATIONSHIPS

The provincial election also gives us a chance to develop relationships with candidates and the parties they represent. The influence our members have on how voters perceive the parties and their records on education is one part of the story. The working relationships that we develop with aspiring MPPs on the campaign trail are another. Both are important elements in our continuing ability to raise matters of concern and have governments address them.

As active participants in the political process and as campaign volunteers, our members play a larger role than simply casting their vote. Active members have the opportunity to:

- Shape the election issues and policies that the candidates and their parties adopt and run on
- Build influence with party leaders and organizers at both the constituency level and at Queen's Park
- Connect with other political party members and stakeholders
- Create pressure on government to resolve differences in a proactive way
- Continue building a strong foundation for effective lobbying of government and opposition members, as well as their staff

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BUILD A STRONG FOUNDATION FOR FUTURE ACTION

An election campaign is an opportunity to raise awareness with all members, as well as organize and train new political activists at the local level.

It is a time to leverage relationships with people and organizations in our communities in order to highlight and build support on matters of common concern. Potential partners in this election include allies such as other education unions, parent groups, and student leaders. Partnership can also be built with a variety of labour, community and social justice activists within ridings.

Strong member activists, together with a wide network of contacts and allies, create a solid foundation for effective political action between elections on educational issues and bargaining, as well as other important concerns such as health care, housing and public services. The many benefits include:

- Experienced campaigners
- Larger numbers
- Pooled resources
- Wider outreach and audience



KNOW WHERE THE DIFFERENT PARTIES STAND ON ISSUES.

LINKS TO PARTY WEBSITES:

Green Party of Ontario www.gpo.ca
Ontario Liberal Party www.ontarioliberal.ca
Ontario NDP www.ontariondp.com
Ontario PC Party www.ontariopc.com

In past elections, OSSTF/FEESO has put forward an election platform setting out our priorities for public education. Education was a dominant issue in each of those elections. Our *Student Success Plan* and the *Students First Plan* election platforms were successful in both highlighting student needs as well as in reaching voters.

To see the current OSSTF/FEESO education platform, *Strengthen Public Education—Rebuild Ontario*, click the link on our website at www.osstf.on.ca.



WORKING TOGETHER, THE ROLE OF DISTRICT AND BARGAINING UNITS

The OSSTF/FEESO current election strategy is based on a partnership between our provincial organization, our local leadership, and our individual members. Work done at the provincial level strengthens our collective ability to influence policy and target resources effectively. But, elections are won and lost riding by riding, and it is the on-the-ground efforts of members in each District that will make the difference on Election Day.

ROLE OF PROVINCIAL OSSTF/FEESO

The primary responsibilities of provincial OSSTF/FEESO in the provincial election are to promote a common education platform; develop strategic priorities; and provide resources, training and direct support for local member and District/Bargaining Unit involvement. This requires ongoing consultation with local leaders, as well as with the political parties and our provincial education partners and allies.



PROVINCIAL OSSTF/FEESO

Phase 1 and 2—Laying the Groundwork and Election Readiness

Promote the education platform

- materials
- advertising
- website/social media roll out

Determine strategic priorities for ridings

- consult with Districts
- discuss with political parties
- analyze data

Election Organizers

- prepare, plan and engage with Districts to build relationships

Phase 3—Election Engagement

Election Organizers provide support to local Districts

- Direct assistance
 - support candidates
 - mobilize member volunteers
 - get out the vote
- Training
 - election readiness kit
 - sharing resources
 - CPAC Conference/Regionals
 - local training and planning assistance
- Resources
 - support member awareness and engagement
 - social media tools
 - promotional items & handouts

Phase 4—Election Campaign Period

- monitor races
- maintain priority riding pressure

Phase 5—Post Election Analysis

- review of strategy and outcomes
- gather feedback from Districts and BU's to evaluate and consider next steps

DISTRICT/BARGAINING UNITS

Phase 1 and 2—Laying the Groundwork and Election Readiness

Promote the education platform

- hand out/share materials
- give to members, candidates and MPPs
- amplify social media

Check with Provincial Office regarding potential priority ridings

Engage members to set the stage for getting out the vote

Phase 3—Election Engagement

- Engage members
 - use email and social media to share platform and election information
 - hold candidates or issues meetings with members
 - connect members with riding associations
- Work with allies
 - join forces with Labour Councils/ Parent Groups/Social Media Groups/ Community partners
- Build public awareness and support
 - social media posts, use hashtags
 - letter writing
 - phone banks/phone zaps
 - member information meetings
 - hand out/share the platform

Phase 4—Election Campaign Period Get Out the Vote!

Phase 5—Post Election Analysis

- consider your successes
- note important info or lessons for the future
- plan long term how to build on the work from this election
- give feedback to election organizers post-election

PROMOTE THE EDUCATION PLATFORM

The OSSTF/FEESO education platform *Strengthen Public Education—Rebuild Ontario* will be promoted through:

- Distribution to members, candidates, political parties, and media
- Website links featuring platform themes and the “asks”
- Provincially-directed advertising through different media opportunities and outlets
- “Branded” items for members only
- Information found on OSSTF/FEESO’s *Update* site osstfupdate.ca
- Social media and electronic communication tools, including Facebook and Twitter

DEVELOP STRATEGIC PRIORITIES

To meet our objective of electing a progressive and pro-education government, provincial OSSTF/FEESO will work together with Districts to make determinations on whether there will be priority constituencies, based on: previous election data, polling information, ongoing discussions with political parties, and local issues.

If there are endorsements, they will reflect ridings where OSSTF/FEESO involvement and resources will make the most difference.

PROVIDE SUPPORT

Provincial OSSTF/FEESO will support District/Bargaining Unit election strategies as follows:

- **Direct assistance**
Provincial OSSTF/FEESO will provide direct assistance to help Districts mobilize member volunteers, and get out the vote.
- **Election organizers**
OSSTF/FEESO has put together a team of eight election organizers to act as direct supporters of Districts and Bargaining Units. Assigned to provide expertise, energy and time to meet the needs of OSSTF/FEESO local leaders and members in ridings and communities across the province. They will be connecting through local Political Action Committees, one-on-one conversations, training opportunities, strategy sessions, social media and more.
- **Training**
Provincial OSSTF/FEESO will provide training opportunities for all District/Bargaining Unit leaders and campaign organizers. For example, the CPAC Regional Meeting is a great training opportunity that also builds momentum. Sharing materials, strategies, best practices and experiences will be the focus of these meetings.

This election readiness booklet is another resource for local Political Action Committees and/or Election Teams. In addition, provincial staff is available to assist with the development of specific local action plans, communication strategies, and membership workshops.
- **Resources**
Provincial OSSTF/FEESO will provide items designed to support member awareness and engagement in all Districts/Bargaining Units. This will include “branded” promotional items/handouts as well as electronic and social media tools.

PHASE 1

LAYING THE GROUNDWORK (OCTOBER–JANUARY)

To help break down and tackle the challenge ahead of us we have organized this manual by phases and suggestions for actions that should happen within the phases. Recognizing the importance of relationships, meaningful communication and the time it takes to build strong partnerships we have started as early as possible.



PHASE 1 CHECKLIST

DESCRIPTION

	Recommended timelines	Started	Complete
Decide who will be the District liaison with the election organizer.	As soon as possible		
Connect with your election organizer.	As soon as possible		
Take stock of where your District is in terms of election readiness. What are your strengths and areas of need?	As soon as possible		
Apply to provincial funding accounts for areas of need.	As soon as possible		
Form your political action committee/election team. Ensure that you have representation from each Bargaining Unit.	As soon as possible		
Invite your election organizer to your PAC and/or District meetings.	As soon as possible		
With your election organizer, decide on a process and timelines for endorsements.	As soon as possible		
Make a plan to promote the education platform	As soon as possible		
Begin outreach with allies.	As soon as possible		
Decide on a contact person for each riding (particularly if it's a priority one) to work with your election organizer.	As soon as possible		
Research your riding: <ul style="list-style-type: none"> Who are the nominated candidates in your District's ridings? What are the education issues in your District? Work with your election organizer to update riding profiles. 	December		
<ul style="list-style-type: none"> Encourage members to join parties (and make donations). Share information about nomination meetings with your members. 	Now–January		
Identify potential PAC members/election volunteers (member mapping).	Now–January		
Make outreach to local riding associations.	Now–January		
Work with allies on areas of mutual concern (i.e. the education platform).	Now–January		
Promote the education platform.	Now–January		
Research polling information and review local riding research.	Now–January		
Plan for Lobby Day.	Now–January		
Work with your election organizer, PAC and District council on endorsement recommendations.	January		

CONNECTING WITH YOUR ELECTION ORGANIZER

If you haven't yet, please ensure that you connect with the election organizer responsible for your District. Election organizers will help guide Districts through the process leading up to the provincial election and through to municipal elections in the fall of 2022.

ELECTION READINESS

How prepared is your District for the election campaign? Assess your District's strengths and weaknesses by completing this District self-assessment survey:

1. How active is your political action committee?

2. Social media:

- Which social media accounts do you have?
- How often do you use them?
- Do you use relevant hashtags?
- Do you create graphics?

3. Member mapping:

- How much information does your District have about members (member mapping)?
- Do you have a list of members who could be potential PAC members/election volunteers?

STARTING YOUR POLITICAL ACTION COMMITTEE (PAC)

This group will be your District's main organization in organizing for the 2022 elections and connecting with your election organizer. Every District will be expected to contribute significantly to OSSTF/FEESO's election readiness efforts. If your District doesn't have a political action committee, connect with your election organizer about suggestions on how to start one.

GROWING YOUR PAC

- Gather the data that you have for your members to identify those who are most engaged.
- As a PAC, comb through your data to identify possible PAC members and election volunteers.
- What does your current PAC look like? Where are your weaknesses/gaps? Who can help fill those gaps?
- What personal connections do your current PAC members have with the list of potential volunteers?
- Develop a plan to reach out to these potential candidates: When? How (phone call, text, social media DM? What do you want them to do now? Use District events as an excuse to contact your members.
- Consider sending out sign up sheets and surveys to your members as well as making your BU and branch presidents aware of your events and activities.

It is much harder for members to say no to someone they have a personal relationship with.

LOBBY DAY

OSSTF/FEESO will be participating in a MPP Lobby Day early in 2022. Watch for the D/BU announcement.

PROMOTING THE EDUCATION PLATFORM

OSSTF/FEESO has created an education platform entitled, *Strengthen Public Education—Rebuild Ontario*. The full document, a summary chart, and the Rebuild Ontario graphic can be found here: www.osstf.on.ca/en-CA/public-education/strengthening-public-ed-rebuild-ontario.aspx.

District PACs are encouraged to discuss the education platform priorities in their Districts and make a plan to promote the platform (with allies, on social media, providing information for members, sharing the platform with candidates/sitting MPPs).



WORK WITH ALLIES

We will be more effective in the provincial election campaign if we work with others. Building a network beyond our own members helps to expand voter support, attract attention to key issues, and build momentum for addressing future concerns.

We want to raise awareness of the OSSTF/FEESO education platform, but it's important to remember that voters, including our members, do not vote only on education matters. They are concerned with other issues affecting them and their communities, such as the pandemic, systemic racism and residential schools, Truth and Reconciliation, health care system stress, the need for a livable wage, lack of affordable housing, childcare, transportation and climate change.

Suggestions:

- Seek out progressive organizations and people you have worked with before, including education partners, campaign activists, community allies, and labour councils
- Brainstorm a list of others whose interests might coincide with yours, including anti-poverty advocates, cultural/ethnic associations, environment groups, community health care activists, First Nations, Métis, and Inuit organizations, anti-racist organizations, feminist organizations, and disability advocates
- Look for common ground where you can work together and/or pool resources with others, including organizing all-candidates' meetings or a public forum, or sponsoring a "meet and greet"
- Ask for specific support, such as an endorsement of the candidate or a letter to the editor on education issues
- Reciprocate by agreeing to bring the issues of other groups to the attention of the candidate, your members, and/or voters



PAY ATTENTION TO THE CONCERNS OF YOUR MEMBERS—AND YOUR NEIGHBOURS! This will help you identify the issues that will mobilize voters in this election.

Remember other organizations or individuals may not be willing to endorse your candidate or work on his/her campaign, but there are other ways you might be able to work together.



ENCOURAGE MEMBERS TO GET INVOLVED IN EDUCATION FRIENDLY POLITICAL PARTIES

Directing your members to their local political party organization will help reduce the burden on Districts' election planning. Districts can do this by providing:

- Information about how to join a political party.
- Information about the variety of campaign volunteer jobs.
- Information about how to make a donation and the tax benefits of these.
- Information about upcoming nomination races.
- Contact information for the riding associations in your Districts.

Consider creating videos or hosting town halls to provide your members with more information.

PLANNING FOR ENDORSEMENTS

- Consult with your election organizer about planning a process for your District to recommend endorsements.
- Review information about local ridings: past election results, local candidates, local issues, riding profile, local riding polls.
- Work with your election organizer to update the riding profiles in your District.
- Consider polling your members about their political preferences through a survey.

PHASE 2

ELECTION READINESS (FEBRUARY–MARCH)

PHASE 2 CHECKLIST



DESCRIPTION

	Started	Complete
Develop a plan (with your election organizer) to mobilize members.		
Work with other unions/community groups on mutually-endorsed candidates and on issues of mutual concern.		
Identify and recruit OSSTF/FEESO members to volunteer on local riding campaigns.		
Create a social media presence and campaign in each District to support endorsed candidates and our issues.		
Hold local events for members to meet endorsed candidates.		
Begin planning local training sessions.		

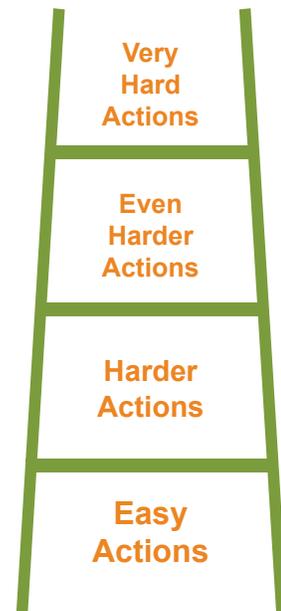
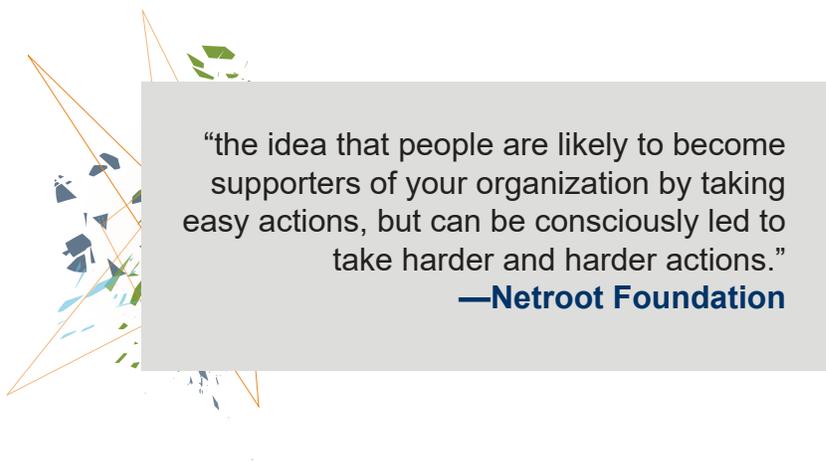
IT TAKES LOCAL LEADERSHIP AND MEMBER ENGAGEMENT

Political action and member engagement will look different across the province. Political Action Committees are at different stages, with many sizes and levels of experience. Your OSSTF/FEESO election organizers are there to support you, putting together local expertise and political knowledge along with the understanding that people come to politics from many avenues with complicated lives and various barriers to overcome. It is important for every member to know the power of their vote, the power of their place in our union and the importance of engaging in politics to influence decision makers. Inviting and encouraging participation that moves up the ladder is our ideal, but all contributions are always appreciated.



LADDER OF ENGAGEMENT

0 Not Listening or Paying Attention	1 Paying Attention	2 Participating	3 Contributing	4 Committing	5 Organizing
	<ul style="list-style-type: none"> Reading prompts and checking out resources 	<ul style="list-style-type: none"> Writing responses in online REC forum or in some other venue (personal, journal, other community forum) 	<ul style="list-style-type: none"> Offering resources to challenge participants Sharing prompts with others Writing blog posts and original content growing out of participation in the challenge for wider audience 	<ul style="list-style-type: none"> Initiating new conversations with new allies/accomplices Interrupted an act or spoken word of othering, micro/macro aggression, or injustice Asked a question, seeking more clarity of someone's statement or action 	<ul style="list-style-type: none"> Pulling together event or action around or growing out of the challenge Organizing group to continue beyond the challenge



1 MOTIVATE MEMBERS

In addition to support of endorsed candidates, all District campaign plans should include activities aimed at engaging and motivating members at the local level. Not everyone will become active campaign volunteers, but all members should be made aware of the OSSTF/FEESO education platform and our goals as a union in this election.

Encouraging our members to vote is also a priority. Education issues are important, but before they vote, members should also be aware of where parties stand on other issues of concern.

The more OSSTF/FEESO members are recognized as voters who understand the issues and are committed to coming out on election day, the more influence we have.

Suggestions:

- Remind, remind, remind members about voting opportunities, such as advance polls. Many more Ontarians intend to vote than those who actually make it out to the polls
- Circulate the OSSTF/FEESO education platform *Strengthen Public Education—Rebuild Ontario*
- Start early and stay in touch regularly
- Draw on well-established communications tools to reach members, including newsletters, emails, website, and flyers/posters
- Take advantage of Facebook, Instagram and Twitter
- Include short election readiness updates on the agenda of all meetings
- Employ the personal touch with worksite visits, social events, or direct phone calls, where feasible
- Remember the workplace representative is a strong and effective link with members
- Focus on key issues that resonate locally in addition to education
- Provide concrete and accurate information on candidates, election events, advance polls and voting locations
- Make use of fun and engaging approaches, such as contests or video clips
- Distribute “branded” items such as pencils, bookmarks, and stickers

OSSTF/FEESO member interest and involvement in the provincial election is not a given. Nor should we assume members will vote only on education issues or in greater numbers than the rest of the population.

Some OSSTF/FEESO members have not been working in education for many years. Take steps to address newer OSSTF/FEESO members’ experiences and concerns as part of your outreach to motivate and engage members.

- Election awareness poster/flyer
- Election bulletin board
- Other resources available online in: myOSSTF—Leadership tab—Election Readiness



2 PARTICIPATE IN NOMINATION MEETINGS

Direct personal involvement in political campaign nomination races can have a greater impact on the outcome. Encourage your members to get involved in the following ways:

- Organize: become involved in local riding associations and get members to become involved
- Consider running for election yourself
- Consider getting on the Executive of the local riding associations
- Select an education-friendly, progressive candidate to support
- Ensure all the members who have signed up attend the nomination meetings
- Find contact information for the riding associations in your Districts and share with members, if you are having trouble finding them check the riding profile or reach out to your election organizer
- Invite a friend to attend a nomination meeting with you
- Join a party or riding association and promote the education platform



KNOW THE RULES!

Be sure to consult the Financial Information found on Ontario's Election Campaign Finances website, www.elections.on.ca





ELECT THE CANDIDATE

If a provincial priority riding is identified

- Consider making a formal endorsement and publicize to members at the local level—in consultation with Provincial Office
- Identify and draw on OSSTF/FEESO members who are already active with the political party involved
- Ask all members to work as volunteers on the candidate’s campaign—there are many jobs that need to be done, including canvassing, phoning, stuffing envelopes, putting up signs, organizing campaign events, or pulling the vote on Election Day
- Make sure members are aware of the provincial priority and why the District is supporting the strategy
- Emphasize the importance of voting
- Organize all-candidates’ meetings and/or debates
- Arrange meet and greets for our members with endorsed candidates, where applicable

Throughout the Campaign

- Plan advance polling and election day activities to get out the vote
- Follow up after the election with a letter to the MPP asking for a meeting. Thank other candidates for putting their names forward

YOUR FIRST GOAL IS TO ENCOURAGE MEMBERS TO VOTE AND VOLUNTEER DURING THE CAMPAIGN.

- What can campaign volunteers do?
- Election readiness checklist
- Ask the candidates
- Letter to elected MPPs
- Other resources available online in: myOSSTF—Leadership tab—Election Readiness



**MOTIVATE
MEMBERS**

**PARTICIPATE IN
NOMINATION
RACES**

**ELECT THE
CANDIDATE**



**USE THE OSSTF/FEESO
EDUCATION PLATFORM
STRENGTHEN PUBLIC
EDUCATION—REBUILD
ONTARIO TO LINK
EDUCATION ISSUES
TO THE NEEDS AND
INTERESTS OF VOTERS
AND YOUR COMMUNITY.**

- Write a media release
- Ask the candidates
- Other resources available online
in: myOSSTF—Leadership tab—
Election Readiness

PHASE 3

ELECTION ENGAGEMENT—FINALIZE YOUR PLANS (APRIL)

PHASE 3 CHECKLIST



DESCRIPTION

	Started	Complete
Hold local training initiatives/information sessions.		
Invite local campaign managers of endorsed candidates to local union offices to conduct training.		
Contact members about volunteering, signs, donations for endorsed candidates.		
Create riding teams/volunteers to canvass.		

There's a lot to do in a potentially short time period. To be effective, you will need to lay out a detailed plan and timeline from now until election day. Establish where you will focus your resources and decide what you are going to do, when it will take place, and who is responsible.

Due to the new regulations around third party advertising contributions, financial resources need to be directed to our own members to encourage their individual voter engagement. What we can do as a federation is raise awareness and discuss education issues in Ontario, without being partisan.

Once you have a plan, ensure it is consistent with your goals and that you have the resources to carry it out.

Your immediate goal is to establish the details of your election plan:

WHAT? WHY? WHEN? HOW? WHO?

Remember all elements are important, but the focus is to give direct support to the campaigns of endorsed candidates, where applicable.

There are two critical questions to ask when choosing tactics for your campaign:

How will this help us achieve our goal?

Do we have the resources to successfully accomplish our goal?

If the answer to either question is "no," adapt your tactics.



It is important to remember that these laws are new, so any third-party involvement (advertising, endorsement or support of individual candidates) needs to be approved by Provincial Office.



SET UP YOUR ELECTION TEAM

Your first step is to establish a local team to lead the work. Your election organizing team will need to coordinate District campaign activities and member volunteers, liaise with election organizers and District and Bargaining Unit leadership, and update Provincial Office staff.

Look for people who have been active on your Political Action Committee, worked on previous provincial campaigns, have links to your candidate(s)' party, and/or are connected to local education, labour or community groups. Utilize the District Political Action and Communications Officer. Also, think about the future. Take the opportunity to recruit and train newer activists—particularly marginalized groups, precarious workers, and younger members. Are your younger/precarious members facing different issues that need to be highlighted?

Good planning is essential, but the path of an election campaign is not always predictable! Don't hesitate to shift course if new issues emerge or if things are not working as well as planned.

- Election readiness checklist
- Other resources available online at myOSSTF—Leadership tab—Election Readiness



2

GET ORGANIZED AND GATHER RESOURCES

Look at all five components of your election campaign plan: participate in nomination races, elect the candidate, motivate members, work with allies and build public support.

Determine what the right mix of these elements for your District and members. Once you have established the main goals, you are ready to confirm the details of the plan.

Some guidelines to keep in mind are:

- Review what has worked in the past
- Choose your tactics thoughtfully. There are many approaches you can take to achieve your goals. It is important to select tactics that will get the best response from your members and in your community
- Take care to match the plans with your available resources—time in particular, is limited
- Reach out to involve members in all aspects of the campaign. The more successful you are in this, the more you can accomplish

• Respect your volunteers. Tips for encouraging volunteer participation include:

- Be realistic in what you ask
- Be organized so you don't waste people's time
- Build in social time and fun activities
- Provide training to increase the skill and comfort level of your members
- Say thank you

3

LAY OUT A TIMELINE

Once you know the outline of the plan, take out your calendar. Use a “backwards planning” approach to schedule the details of the plan.

The timeline will help you evaluate the plan to determine whether it is realistic and achievable. Just as importantly, a timeline will help you see how to prepare and build your campaign effectively. The timeline starts now.

The election has a fixed date—June 2, 2022—although the Premier could call it earlier. Beginning preparations now will make it easier to reach out to members and the voting public when the time comes.



REMINDERS:

- Continue outreaching allies.
- Continue promoting the platform.
- Provincial events reminders: AMPA, spring conference.

Check the OSSTF/FEESO website regularly for election readiness updates and resources:
www.osstf.on.ca

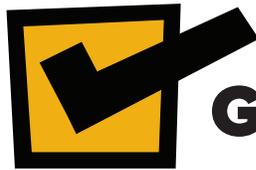
PHASE 4

ELECTION CAMPAIGN PERIOD (MAY 4–JUNE 2)

The campaign period is the culmination of all your hard work. The campaign or writ period is the time to enact the election plan. You will mobilize OSSTF/FEESO members to support the campaigns and candidates that have been locally identified who will support public education and who have the best chance of getting elected. During the campaign period there are two main objectives: 1. Identify voters and 2. Get voters out to the polls.

To help these campaigns, Bargaining Units should try to coordinate telephone and door knocking canvassing nights. Through the conversations on the phone and at the door, you will be working to identify who will support the candidate. This information is key for the final days of the campaign, when you move into the “Getting out the vote” phase.

“Getting out the vote” (GOTV) is about ensuring as many voters as possible follow through with voting for the candidate. GOTV occurs during advanced polling and on election day. Every political party and individual campaign will have their own GOTV plan. GOTV activities can involve phone calling, door knocking, driving voters to and from polls, and scrutineering vote tallies. GOTV efforts can be very strategic and focused on different parts of a riding based on where support has been observed.



Get out the VOTE

PHASE 5

POST-ELECTION ANALYSIS

Get ready for next time! Review the best strategies, find those which need improvement, and figure out which ones you should drop.

Identify the strength of relationships your District or Bargaining Unit has with each riding association and with allies. Which of them need nurturing or maintenance before the next election? Which need to be initiated? Are there any that deserve less priority?

All relationships are important, but if some distract from larger priorities, then it might be time to pull back a little. Encourage members to get involved in the riding associations to influence party policy and to prepare for the next election.

RESOURCE DOCUMENTS AND TEMPLATES



ELECTION AWARENESS SAMPLE POSTER/FLYER

A sample poster/flyer for an Ontario Provincial Election. The design features a dark blue background with white and orange text boxes. At the top, it says "ONTARIO PROVINCIAL ELECTION" followed by "Day/Month/Year". Below that, it says "Advance Polls will be [provide information here]". A central orange box contains the text "Ridings in our District are: [list here and include riding map]". To the right of this box is a white outline map of Ontario with a green border. Below the map, it says "For information about Supporting a candidate's campaign, Please contact: [provide names and contact info of" followed by a list: "a. PAC contact", "b. The candidates", "c. The campaign office number/email/ social media links]". At the bottom, it says "Join our District for a [Wine and Cheese, etc.] Campaign Kick-off! [date/time/location]". In the bottom left corner, there is a yellow square with a black checkmark and the text "Your Vote Counts" in orange. The poster is decorated with various icons: a blue and orange paper airplane at the top left, a white document with an orange tab at the top right, a blue clock icon at the bottom right, and a yellow checkmark icon at the bottom left.

**ONTARIO
PROVINCIAL ELECTION**
Day/Month/Year

Advance Polls will be *[provide information here]*

Ridings in our District are:
[list here and include riding map]

For information about Supporting a candidate's campaign, Please contact:
[provide names and contact info of

- a. PAC contact*
- b. The candidates*
- c. The campaign office number/email/ social media links]*

Join our District for a *[Wine and Cheese, etc.]*
Campaign Kick-off!
[date/time/location]

Your Vote Counts



WRITE A MEDIA RELEASE

The media release should be viewed as one element of a public relations strategy designed to anticipate rather than just react to situations. Your aim is to generate media coverage in your District, but it is also to define or shape an understanding of education issues.

Remember that the media release should not be overused. If your goal is coverage, it may be more effective to submit an article, op-ed piece or letter to the editor.

Use letterhead with District name, address and phone number

MEDIA RELEASE

Date:

Time: For Immediate Release OR date/time of day

TITLE IN BOLD

1st Paragraph-Introduction

Start with a quotation or catchy/provocative comment or connection

2nd Paragraph-Description of topic/event

Include appropriate details regarding who, what, when, where

3rd Paragraph-Why the reader should care

Provide links that will create interest/engage others by answering questions such as:

Why does this matter? What are the implications? How might the public/community/specific group be affected? What can be done?

4th Paragraph-Make a connection

Connect to provincial election, campaign issues, or candidate where appropriate.

You may use another quotation here as one way to do this.

OSSTF/FEESO District [no., name] represents [no.]
educational workers [or name job class] in the [name] School
Board/University of Ontario.

Contact: [name, District [no., name]]
Ontario Secondary School Teachers' Federation
Phone [# and/or email]

-30-

Here are some Sample Media Releases from the OSSTF/FEESO website:

www.osstf.on.ca/news/premier-ford-prioritizes-economy-over-education.aspx

www.osstf.on.ca/news/time-for-ford-government-to-step-up-for-education.aspx



ASK THE CANDIDATES

The following questions cover some of the more pressing issues facing the Ontario electorate today. It is important to supplement these questions with ones that address the key local issues in your riding. By providing this list of questions to your volunteers, it will give them confidence to ask questions and to start thinking of their own.

- 1.** How has your political party strengthened the publicly-funded education system in Ontario?
- 2.** In your party's election policy platform, what commitments are in place to work with First Nations, Métis, and Inuit Communities to create a well-planned infrastructure that supports education, sustainable housing, and clean drinking water?
- 3.** Outline your party's plan for addressing the healthy and safety issues that have intensified in schools since the onset of the COVID crisis, specifically within Black, Indigenous and racialized communities?
- 4.** Do you believe more work needs to be done on violence prevention in schools? What has your political party committed to doing in the future?
- 5.** Would you commit to not allowing public funding of private and charter schools?

- 6.** What is your party's views on de-streaming? What type of funding model will your party advocate for to provide sustainable academic supports (smaller class sizes, hiring education workers, etc.)
- 7.** How will your party revise the education funding formula to ensure that school boards receive full and adequate funding to meet student needs?
- 8.** What will your party do to restore full funding to adult education programs across the province?
- 9.** What steps will your party take to ensure post-secondary education opportunities are available and accessible to all qualified students, including those from lower and middle income families as well as those living in rural, northern and remote communities?
- 10.** What will happen to full day kindergarten if your party forms the next government?
- 11.** With declining enrolment, school boards have been faced with tough decisions on school closures and the programs that can be offered. What steps would your party take to address declining enrolment and potentially reduced programming opportunities for students?
- 12.** Does your party see an opportunity to capitalize on greater utilization of public school facilities within communities? (for example, the Community Hub model).
- 13.** Standardized testing is a large expense to taxpayers in Ontario while delivering negligible value. Are there any changes to the current system that your party would advocate for and implement if elected?
- 14.** What steps will your party take to dismantle colonial practices in education?





USEFUL INFORMATION FROM ELECTIONS ONTARIO

OSSTF/FEESO members may have many questions about voting and elections. Using Elections Ontario materials to educate members on specific issues is convenient and can be done through incorporating the information into newsletters, posters, emails and presentations at meetings. Always identify Elections Ontario as the source. They also have very useful PDFs which can be printed or picked up at a returning office to distribute at OSSTF/FEESO events or in worksites. Please share Elections Ontario materials on social media.

In particular, members often have questions about:

- where and when to vote
- what to do if they don't have a notice of registration card
- lists of acceptable proof of identity
- advance polls
- online verification of the Permanent Register of Electors
- contribution limits for individuals
- which electoral District they are in

The more information members have, the better the chance they go to the polls and vote.



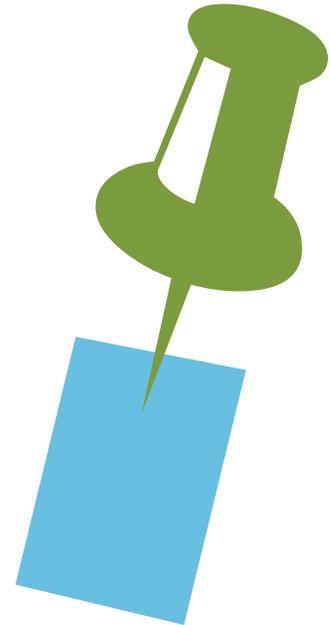
www.elections.on.ca

ELECTION BULLETIN BOARD

Most OSSTF/FEESO worksites have a bulletin board. Provide PAC reps with all they need to create an election bulletin board. Send kits by email or hand them out at a council meeting.

Suggestions:

- Big title/banner/logo that matches your social media or newsletter election material
- Chart with ridings and nominated candidates. Electronic version can have links to riding's returning office or map on Elections Ontario site and to candidate (or party) websites
- Posters of OSSTF/FEESO election events
- Any SWAG which can be pinned to a bulletin board
- Material from Elections Ontario which can be picked up at any returning office
- Copies of OSSTF/FEESO platform materials which have also been distributed to nominated candidates and *Update* chart of party positions on OSSTF/FEESO's identified issues
- Student Vote material
- Material from allies
- Riding maps
- List of endorsed candidates or parties to consider and their actual campaign material
- Generic colourful borders, background from unionized office supply store. These can stay up after the election
- Encourage political action reps to add materials throughout the election



LIST OF DISTRICTS AND RIDINGS

OSSTF/FEESO District	2022 RIDING NAMES
District 1	Mushkegowuk—James Bay Timiskaming—Cochrane Timmins
District 2	Algoma—Manitoulin Sault Ste. Marie Mushkegowuk
District 3	Algoma—Manitoulin Nickel Belt Sudbury
District 4	Nipissing Parry Sound—Muskoka Timiskaming—Cochrane
District 5A	Kiiwetinoong
District 5B	Kenora—Rainy River Thunder Bay—Atikokan
District 6A	Thunder Bay—Atikokan Thunder Bay—Superior North
District 6B	Algoma—Manitoulin Thunder Bay—Superior North
District 7	Bruce—Grey—Owen Sound Huron—Bruce
District 8	Huron—Bruce Perth—Wellington
District 9	Chatham-Kent—Leamington Essex Windsor—Tecumseh Windsor West
District 10	Chatham-Kent—Leamington Lambton—Kent—Middlesex Sarnia—Lambton
District 11	Elgin—Middlesex—London Lambton—Kent—Middlesex London—Fanshawe London North Centre London West Oxford

OSSTF/FEESO District	2022 RIDING NAMES
District 12	Beaches—East York Davenport Don Valley East Don Valley North Don Valley West Eglinton—Lawrence Etobicoke Centre Etobicoke—Lakeshore Etobicoke North Humber River—Black Creek Parkdale—High Park Scarborough—Agincourt Scarborough Centre Scarborough—Guildwood Scarborough North Scarborough—Rouge Park Scarborough Southwest Spadina—Fort York Toronto Centre Toronto—Danforth Toronto—St. Paul's University—Rosedale Willowdale York Centre York South—Weston
District 13	Ajax Durham Haliburton—Kawartha Lakes—Brock Oshawa Pickering—Uxbridge Whitby
District 14	Haliburton—Kawartha Lakes—Brock Northumberland—Peterborough South Peterborough—Kawartha
District 15	Haliburton—Kawartha Lakes—Brock Northumberland—Peterborough South Parry Sound—Muskoka
District 16	Aurora—Oak Ridges—Richmond Hill King—Vaughan Markham—Stouffville Markham—Thornhill Markham—Unionville Newmarket—Aurora Richmond Hill Thornhill Vaughan—Woodbridge York—Simcoe

OSSTF/FEESO District	2022 RIDING NAMES
District 17	Barrie—Innisfil Barrie—Springwater—Oro-Medonte Parry Sound—Muskoka Simcoe—Grey Simcoe North York—Simcoe
District 18	Dufferin—Caledon Guelph Perth—Wellington Wellington—Halton Hills
District 19	Brampton Centre Brampton East Brampton North Brampton South Brampton West Dufferin—Caledon Mississauga Centre Mississauga East—Cooksville Mississauga—Erin Mills Mississauga—Lakeshore Mississauga—Malton Mississauga—Streetsville
District 20	Burlington Milton Oakville Oakville North—Burlington
District 21	Flamborough—Glanbrook Hamilton Centre Hamilton East—Stoney Creek Hamilton Mountain Hamilton West—Ancaster—Dundas
District 22	Niagara Centre Niagara Falls Niagara West St. Catharines
District 23	Brantford—Brant Haldimand—Norfolk
District 24	Cambridge Kitchener Centre Kitchener—Conestoga Kitchener South—Hespeler Waterloo

OSSTF/FEESO District	2022 RIDING NAMES
District 25	Carleton Glengarry—Prescott—Russell Kanata—Carleton Nepean Orléans Ottawa Centre Ottawa South Ottawa—Vanier Ottawa West—Nepean
District 26	Glengarry—Prescott—Russell Hastings—Lennox and Addington Lanark—Frontenac—Kingston Leeds—Grenville—Thousand Islands and Rideau Lakes Stormont—Dundas—South Glengarry
District 27	Hastings—Lennox and Addington Kingston and the Islands Lanark—Frontenac—Kingston
District 28	Renfrew—Nipissing—Pembroke
District 29	Bay of Quinte Hastings—Lennox and Addington
District 30 Ernest C. Drury	Milton
District 30 Robarts	London—Fanshawe
District 30 Sir James Whitney	Bay of Quinte
District 30 William Ross Macdonald	Brantford—Brant
District 30 Ontario Correctional Institute	Brampton South
District 31	Look at the Districts 1-29 to determine who are your local representatives according to your District's boundaries.

OSSTF/FEESO District	2022 RIDING NAMES
District 32	Look at the Districts 1-29 to determine who are your local representatives according to your District's boundaries.
District 33	Look at the Districts 1-29 to determine who are your local representatives according to your District's boundaries.
District 34	Look at District 12 to determine who are your local representatives.
District 35 Algoma University - Sault Campus	Sault Ste. Marie
District 35 Algoma University - Brampton Campus	Brampton South
District 35 Brock University	Niagara Centre
District 35 Guelph - TARA	Guelph
District 35 University of Ottawa - PSUO	Ottawa Centre
District 35 Saint Paul University - PSAUSP	Ottawa Centre
District 35 Wilfrid Laurier University - WLUSA	Waterloo



Ontario Secondary School Teachers' Federation
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