



On-the-Job Canvass



The Canvass

The main idea of the canvass is to have women talking to other women in our workplaces, unions and communities. The canvass will play an important role in the upcoming election campaign.

Why We Need This Campaign: *Women Vote '07*

- To put women's issues and concerns front and centre on the political agenda.
- To ensure women are committed to registering their vote.
- To draw more women into the election process.
- To provide a tool for women to address their issues in the campaign.

Why Now?

We know that there will be an election on October 10, 2007. Women have seen some progress since the defeat of the Harris/Eves government and the election of the McGuinty Liberal government. But the progress has been painfully slow and totally inadequate in terms of fixing the devastating impact of the previous government's policies. In the pre-election and election periods, it is critical that the women of this province send a strong message to politicians that real change is needed.

Once an election is called, we likely have only 29 days to ensure that women's issues and concerns are on the agenda as a priority. The pre-election period gives us time to mobilize women and to put political pressure on all parties to address our concerns.

The time is now: organize, mobilize, speak up and speak out!

Will It Work?

You bet! The Women Vote '03 campaign mobilized women across the province, from all walks of life, with the common goal of protecting our society and ensuring our rights. We can organize for change one-on-one: be it at a neighbour's kitchen table, the grocery store or lunch break at work. We don't need thousands of women on the street to make an impact. We just need to make certain that politicians know that women are taking an active role in the election, and know they will be taking to the streets on Election Day – straight

to the ballot box. We know that our fight-back helped change the face of politics in the last election. Promises were made, aimed at correcting the Harris/Eves Conservatives' brutal policies that hurt women, their families and communities. Some of those promises have been kept but many were broken. We need to let all three parties know that women are not easily fooled by kinder, gentler language and that we will be paying close attention to their actions.

How Does the Canvass Work?

This canvass has been designed by women for women. The kit has information sheets on key issues facing women, pledge cards and tips for canvassing. At the end of your canvass, or in the follow-up, it is our goal that women will commit to at least one action. There are many ways they can get involved – volunteering to help a candidate, sharing this kit with others and helping get the vote out on Election Day – to ensure we elect politicians who are committed to our issues.

The information sheets are not meant to cover every issue in exhaustive detail. We have chosen to focus on nine key areas important to women. These issue sheets are useful tools to help you begin your discussions and question local candidates on where they stand on these key issues. It is important to build the links between the issues and the real day-to-day experiences women are facing in their lives.

The pledge card has been designed to acknowledge the realities of women's busy lives. In a 29-day campaign period many women can find a couple of hours to commit to participate in the Women Vote '07 campaign. The goal is to get a commitment on a signed pledge form at the end of the canvass. However, if that is not possible, leave the pledge form with the sister and do a follow-up soon after.

For more material or canvass information contact:
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WomenVote'07

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