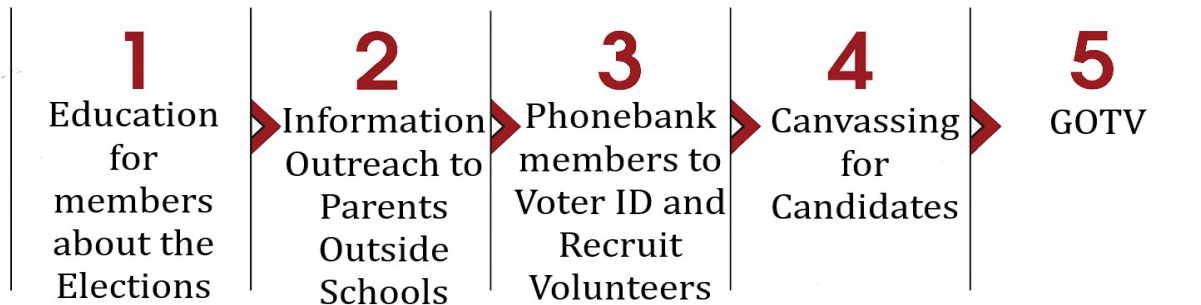


ETT Election Ground Campaign



Election Plan:

1. Education for Members about the Elections (January–June 2022)
 - a. One-minute videos produced by Executive Officers and staff about ridings and ETT candidate recommendations. To be released on website in the members portal.
 - b. A riding-specific mail-out for members to promote the ETT-selected candidate.
 - c. A riding-specific mail-out for members to Get out the vote (GOTV) for the ETT-selected candidate.

2. Information Outreach to Parents Outside Schools (February–June 2022)
 - a. Petition drive about Funding Formula (February–March Break. Place in Board courier no later than March 11.)

3. Phonebank ETT members to Voter ID (February–June 2022)

Regional organizers, committee members, Executive Officers and staff will initially make these calls as part of the ETT Central Phone Bank campaign but will aim to continuously identify and recruit new volunteers to expand the campaign and its capacity.

 - a. **Priority Riding Goal:** Call ETT members who work or live in the priority ridings. These members will receive **two calls** from ETT Central Phone Banking campaign. First time prior to or the early stages of the writ period for Voter ID. The second time for GOTV.
 - a. Members who live in the priority ridings will be Voter Identified against the ETT-approved candidate.
 - b. All members will be asked to volunteer on the ETT-approved candidate’s campaign in the form of ETT canvases or on the ETT Central phone banking campaign.

- c. Members who work in the priority ridings will be asked to volunteer on the ETT-approved candidate's campaign or on the ETT Central phone banking campaign.
 - b. **Support Riding Goal:** Call members who live in ridings that we support. These members will get **one call** during the writ period. Given that they will likely not get a second call, these members will be ID'd and if they support the candidate will be GOTV'd.
 - a. Members who live in the support ridings will be Voter Identified against the ETT-approved candidate. If they support the ETT-approved candidate, they will be given appropriate voting information.
 - b. Members will be asked to volunteer on the ETT-approved candidate's campaign in the form of ETT canvases OR on the ETT Central phone banking campaign.
 - c. Members who work in the support ridings will be asked to volunteer on the ETT-approved candidates' campaign in the form of ETT canvases or on the ETT Central phone banking campaign.
- 4. Canvassing for Candidates (February–June 2022)

Given that ETT is not given voter lists by Elections Ontario, like political parties are, and political parties have sophisticated systems to identify and get out the vote from potential voters in ridings. It thus is a more efficient use of member efforts and time to direct them towards campaigns who can provide them with targeted voter lists.

 - a. Use Voter ID information from ETT Central phone bank campaign to schedule members for canvasses.
 - b. ETT will organize member canvasses for priority ridings, whether after school or on the weekend
 - c. ETT will direct members who live and work in unwinnable ridings towards priority and support ridings
- 5. GOTV (May–June 2022)

ETT will encourage all members to vote but will especially encourage members who have been voter identified and support the ETT candidate in a riding to go and vote. It will achieve this by:

 - a. Organizing members who have identified that they would be willing to help with phone or foot canvasses will be encouraged to volunteer with either riding campaigns OR ETT central phone banking campaign.
 - b. In the week prior to election-day ETT Central phone banking campaign will call all ETT members who have identified their vote preference and encourage them to vote for ETT-selected candidates.
 - c. A riding specific mail out to GOTV for the ETT-selected candidate in the riding.

6. Calendar for Mailouts:

April 11: Letter for members w/ candidate recommendations is sent to printer to be printed and folded

April 25: Letter to members' homes with candidate recommendations goes out

May 5/6: Writ drops

May 14: GOTV letter materials need to be sent to printer to be printed and folded

May 25: GOTV letter to members' homes must be mailed out

June 2: Election Day