



ADOPT an MP CAMPAIGN



A step-by-step guide to positively affecting
political issues in your riding.

INTRODUCTION

Have you ever wanted to get more involved politically but didn't know how? Have you ever been intimidated to talk to your MP, especially about issues like abortion and euthanasia, but are too scared of making them angry or uncomfortable? Fear not! This is an easy-to-use guide that will help you get noticed and respected by your MP making it easy for you to talk to them about these important issues. Many think that voting is the only way to have power in a democracy, but by following these simple steps, you can ensure that your voice is heard all year round.



STEP 1: Build a Relationship

Have you ever gone up to a random stranger and asked them to do something important for you? Probably not. It's not that unreasonable however, to ask a close friend or relative, someone you respect and trust, to listen to you and do as you ask. Building relationships with your elected MP is step number one to affecting positive change in politics, and it's easier than you think. Remember, it is impossible for an MP to be an expert on all issues, so it is up to us to educate them. MPs also have a duty to meet with their constituents and listen to their needs- so it's a win-win situation. You can do this by:



a) Joining a political party

b) Donate

c) Volunteering

d) Attending social events/open houses

e) Encouraging/ congratulating them

f) Joining the Board of Directors

a) Join a political party

Refrain from buying that pepperoni pizza you've been craving and spend \$15 dollars to join a political party. All you have to do is go to the party website and click the "join the party" tab. Fill out the appropriate contact information, pay the fee and voila- you are one step closer at being highly influential political asset. By joining a political party you can:

- a) Take part in the nomination process of candidates so come election time you can actually know and support the person running
- b) Join the youth branches within the party making connections with other politically active young people in your area
- c) Influence party leaders and candidates. You now have the credibility to give your input on current issues, including the abortion issue. Joining a party is an important place to gain entry into the political sphere and to see some real effects of your influence
- d) Writing party policy and voting on it locally as well as at the Party Convention as an elected delegate



b) Donate

Times are rough. We know. Donating is not something young people are naturally likely to do—especially when it comes to politics. The fact of the matter is however, that MPs listen far more to those that are a member of the party AND donate. If your MP is pro-abortion however, you don't have to donate to them. Donating to a pro-life member of parliament within that same party will still do the trick. If you are donating to an MP outside of your riding, make sure to send them an e-mail along with your donation to ensure that the MP knows that you are donating to him because they are pro-life. Just go to our website www.campaignlifecoalition.com to view our Candidate Evaluations to see which MP currently sitting in the House of Commons is pro-life and worthy of your donation. If you are able to donate monthly, please indicate on your donation so that this draws attention to your name in the lobbying process.

Donating is simple. All you have to do is go to the party website and click the “donate” tab. Fill out the appropriate information and click “okay”. in five minutes you could become a money-wielding potent political machine!



a) Volunteer



The screenshot shows the website for the Conservative Party of Canada Willowdale Electoral District Association. At the top, there is a logo with a red maple leaf and the word "Conservative" in blue. To the right, it says "Conservative Party of Canada" and "Willowdale Electoral District Association". Below this is a banner featuring a portrait of a man in a suit and tie, with the text "STAND UP FOR CANADA" in large, bold letters. The word "Conservative" is faintly visible in the background of the banner.

On the left side of the page, there is a vertical menu with buttons for "CS Leung", "Join", "Donate", "Volunteer", "Riding Profile", "Riding Map", "Voting Info", "Contact Us", "Facebook", and "Twitter". The "Volunteer" button is highlighted.

The main content area is titled "VOLUNTEER" in blue. Below the title, it says: "If you would like to volunteer with the Willowdale Conservatives, please fill in the following form or send an email to info@willowdaleconservative.ca".

The form contains the following fields:

- First name:
- Last name:
- Address:
- City:
- Province:
- Postal Code:
- Email:
- Telephone:

Below these fields is a section titled "Volunteer Preferences:" with two columns of checkboxes:

<input type="checkbox"/> Door Canvas	<input type="checkbox"/> Networking/IT/Multimedia
<input type="checkbox"/> Candidate Support	<input type="checkbox"/> Office Staff
<input type="checkbox"/> Election Day Team	<input type="checkbox"/> Sign Crew
<input type="checkbox"/> Get Out The Vote (GOTV) Team	<input type="checkbox"/> Telephone Canvas

At the bottom of the page, there are two small image thumbnails with file names: "165805_36667558673.jpg" and "200407_15167318156.jpg".

During an election, MPs are desperate for supporters to volunteer for their campaign. This can be anything from answering phones to delivering signs to canvassing. You do not need previous experience to sign up, and there is no minimum or maximum time requirement. The number one thing to make sure is that you are not volunteering for a pro-abortion MP. You can find out where your MP stands on the abortion issue by calling their office and asking, or going to our website

www.campaignlifecoalition.com and clicking on the Candidate Evaluations tab in the side bar, to see a review of your candidate in question. If an MP is pro-life or educable, the next step is to contact their office and sign up as a volunteer.

Simply go to their website and click on the volunteer page as shown. Fill out the necessary information and click send. You should be contacted by a representative shortly thereafter to arrange a time and place.

If you want to be even more impressionable, grab a few friends or family members to come along with you. There is strength in numbers. The more people you bring to help your candidate, the more your candidate will remember and appreciate you. Don't forget to tell the campaign team that you are volunteering because the candidate is pro-life and that you belong to CLC Youth.

d) Social Events/ Open Houses

When you become part of a party- you will receive e-mails to attend various social events within your riding. Go to them. Not all of them- but throwing one in here and there to your social calendar will really help you maintain a relationship with your member of parliament. MPs meet hundreds of people every week, so in order for you to stick out from the crowd, attending various social events will demonstrate that you care and support your MP, as well as create facial recognition for future meetings.



e) Encouragement

Congratulate your MP for things like their party adopting policy you support, or your MP doing something that you feel contributes to our campaigns. Be especially sure to congratulate and thank your MP for doing something you asked them to do – like making a public statement or opposing a Bill etc.

Try to create a basis for politicians to feel comfortable working with you. Then when you lobby in relation to future bills or motions, they will be more sympathetic and will feel the pressure of your efforts more acutely.

For example, when Health Minister Rona Ambrose voted in favour of Motion 312, despite the fact that she is not pro-life, women across Canada congratulated her on this positive vote through a video/ letter campaign initiated by CLC Youth and partner groups.



f) Join the Board of Directors

If you want to make the most difference, join the EDA (Electoral District Association) Board of Directors. Simple as that. An MP is extremely attentive to a constituent who is a member of the party, donates and is a member of the board. It sounds scarier than it is.

a) Join the party (you must be a member for at least 21 days prior to the riding association's Annual General Meeting before you can be elected to the Board)

b) Find out the date of your riding's Annual General Meeting

c) Attend the AGM. Bring a friend who is also a member of the party to nominate you. Get elected. CHange the world.



STEP 2: Lobby

Let's face it. Without your vote, your MP is powerless. Voting once every four years however, just isn't going to cut it. By going directly to your MP, you can ensure your angelic voice is heard year round. And get this- you have an advantage that the majority of your riding does not have- your age. MPs love politically active young people more than they love money and fame. Well...- maybe not that much. Despite the intimidation factor of sitting before that one person in your neighbourhood who chums around with the Prime Minister, if you follow these easy steps, you won't just be chumming around with the Prime Minister, you'll be influencing him.



4 Easy steps in the lobbying process:

- a) Research
- b) Preparation
- c) Meeting
- d) Follow up

a) Research

Nobody likes the "r" word- especially when we've spent the majority of our life in school. Think of it this way- most people don't go on first dates without looking up their date on Facebook, asking about them to mutual friends or checking out their twitter feed. Although you more than likely won't date your MP, you are trying to woo them and become their trusted confidant. Thankfully, we have a rich resource to use that makes researching MPs easily- the world wide web. All it takes is a few clicks to find out all the information you need to help you sound like the intelligent and considerate constituent you are.

MP Dan Harris

New Democrat Party, Scarborough Southwest, ON

Bio

Contact

Votes

Quotes

Questionnaire

Video



CLC rating: Pro-abortion, anti-traditional marriage

Rating Comments: Official NDP policy is pro-abortion. This anti-science MP voted against Stephen Woodworth's principled Motion 312 to study whether a child in the womb is a human being based on the preponderance of evidence from modern medical science. He also voted in favour of the reckless, transgender 'Bathroom Bill' (C-279, 2nd reading) which, if passed, will put young girls and women at risk by creating a counterfeit, legal 'right' for men to access women's bathrooms and changerooms.



Position: Industry, Science and Technology Committee

Previous Occupation: Technician

Birthdate (yyyy.mm.dd): 1979.08.03

Percentage in last election: 35.04%

Victory margin last election: 3.19%

Religion / Faith: not known

By checking out www.campaignlifecoalition.com you can find out all the information you need. If your MP holds a position in parliament, how they have voted on previous motions/bills, quotes and if they answered a questionnaire. These can help you accumulate the information you need to go to your appointment.

b) Preparation

Before you go to the meeting, make sure:

- you have a copy of any materials you would like your MP to have (ie. research papers, studies, articles etc)
- you have a clear ask for your MP (ie. sign a petition, raise an issue in parliament, vote in favour of/or against a particular bill or motion)
- you dress appropriately. Look professional. Before you even open your mouth your MP will be sizing you up based on your physical appearance



c) Meeting

Make the call

Before going in to visit your MP, you need to call and set up an appointment. Because issues like abortion/ euthanasia are very controversial and avoided by many MPs, you don't want to give away too much too fast. You need to be strategic in setting up your appointment- which means following these tips:

1. Use your age as an advantage. Slip in how old you are in your phone call and you are more likely to get an appointment right away.

2. Keep it generic. You don't want to get too specific about your visit- especially if it's about a controversial issue. For example:

"Hi, my name is Justin Bieber. I'm 17 years-old and would like to set up an appointment with Mr. Harper. I'm interested in getting more politically active and potentially joining the Conservative party, I just have a few questions I would like to discuss with Mr. Harper first about party policy."

3. Confirm with an e-mail a few days before your meeting to ensure that the meeting is still taking place, as well as show you are organized as well as eager.



c) Meeting

Key components of a successful meeting

The single most important thing you can do during your meeting is build trust and rapport with your MP. If you give the right impression, come across as knowledgeable, reasonable, and passionate, then your MP is more likely to take your request to heart. At the end of the day, being right about something is only part of the whole package of selling your point of view to your MP, and motivating them to do something.



1. Come in prepared to have a conversation

This is not a lecture, and not a chance to ear-bash your MP with your views. With this attitude, your whole demeanor will change to help build trust and rapport through your body language, voice and facial expressions.

2. Ask meaningful, open-ended questions

For example, “what is your personal stance on the abortion issue?” or “do you have any background interests in this issue?” After finding out what your MP’s personal stance is, ask if your MP would be willing to put forward legislation to keep women and unborn children safe.

3. Be fair, and listen to their reasons for opposing, supporting, or being reluctant to take a stance on your issue.

you are more likely to convince your MP to change their mind if you can gently show them why their opposition or reluctance is misplaced and the benefits of supporting you outweigh these. Coming in with a rehearsed, static script will prevent you from having the dynamic conversation you need to tailor your conversation to your MP’s needs.

c) Meeting

Key components of a successful meeting

4. Find common ground

Having a conversation with your MP at their level will make it easier for them to change their mind on an issue, because you can show them that they're not really changing their minds at all! It's better to assure them that your position is more consistent with their beliefs, than to ask them to revise their beliefs. For example, "do you agree that all humans should have human rights?"

5. Have fun and relax

Think of this like any other conversation you have about important issues. MPs have to deal with a lot of people all the time. Mostly crazies or overly emotional sorts. That's why your MP is more likely to like and respect you for coming in and having a relaxed, low-key conversation about an issue you care about than something dry, rehearsed or over the top.



6. Leave like a pro

Don't get shuffled out before getting what you came for. Try to get a clear commitment of help from your MP. Don't settle for vague promises. Leave with something open-ended to ensure a future visit. For example, "I look forward to meeting with you again". Last but not least, if your MP asked for any further information, make sure to drop it off at their office as soon as possible. This shows your commitment to the cause.

d) Follow up

After your meeting, be sure to follow-up with your MP. For example, if you visited them asking them to vote in favour of a particular motion and bill, be sure to write a letter to your MP or make a follow-up visit depending on how they voted. This communicates to them that they will always be accountable for their actions- whether they were positive or negative.

After your initial visit, be sure to thank them for the visit, whether it be through an e-mail, tweet or phone call. That keeps the communication lines open and keeps the relationship amicable.

Lastly, don't forget to e-mail or call Campaign Life Coalition after your initial visit so we can add more information to our file on each particular MP. This information will help Canadians during the next election know who they should vote for and where particular MPs stand on life issues.



STEP 3: Letter writing & social media

How to write an MP a letter

Sitting down and writing an original hand-written letter to a politician isn't as convenient as sending a form letter or an e-mail, but it is much more effective and much more likely to receive a personalized response. Some politicians regard e-mail as "second-class mail" and some do not even read e-mail.

Layout

1. Include your name and contact details on the top left-hand corner of the page. Identify yourself as a constituent by including your address. Politicians are more likely to pay attention to people who live in their electoral district
2. Include their name and contact details underneath on the left-hand side of the page
3. State the topic clearly. Include a subject line at the beginning of your letter. If it is about a specific piece of legislation, state the full name of the bill or motion in the subject line or first paragraph.

Body

Focus on two or three main points which support your view. Use examples from your research as evidence and flesh them out. This is more effective than attempting to address numerous points in a letter.

Conclusion

1. Reiterate your view expressed in the introduction
2. Pick one strong example from your letter to back up your point
3. Ask for the politician to respond to your letter by a) writing a response back to you, b) organising a meeting with you or c) taking concrete action (raising the issue with their party) or voting to support a bill



How to use social media for change

Social media changes the dynamics of MP/constituent relations because of the openness and publicity constituents are given through these forums. Social media has the benefit of reaching a huge number of people- including your MP and media outlets- if you get it right. Tweeting or Facebook statuses that are funny, interesting and attention-grabbing will do the trick and engage not only your member of parliament but other Canadians as well.



If you don't have Twitter, get an account right now. Put down this manual, go to twitter.com and register an account. This is the number one way to let your MP know how you feel directly (without going through assistants or secretaries) in a public way to arouse support. Using hashtags such as #cdnpoli or #onpoli will give you a greater audience, as well as using particular main-stream media twitter handles (ie. @cbc_news) as well. Don't forget to "follow" your MP and be alert to what events they will be attending, or what issues they are concerned about- to tie them into your push for pro-life legislation. Tweet regularly- but don't over-do it. Never underestimate the power of the "block" button. Start your own "Tweet-a-thons" or join in when CLC Youth or other pro-life groups organize them. Getting a pro-life hashtag (ie. #marchforlife) trending on Twitter will give that event/ issue more publicity than being covered by the media. Last but not least, be sure to follow @campaignlife for examples of political retweets you can use in your lobbying process.



How to use social media for change



Facebook

/clcyouthprolife



Stella Ambler ✓

1,572 likes · 258 talking about this

Like

Follow

Message



Politician
Member of Parliament for Mississauga South

About · Suggest an Edit



Photos



Videos



Events



Likes

Highlights



Stella Ambler

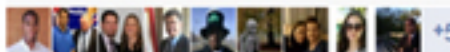
14 hours ago · 1h

Fabulous Over 40 Luncheon



14 Friends

Like Stella Ambler



+5

Invite Your Friends to Like This Page

See All

Type a friend's name...

Invite

Most MPs have Facebook pages you can “like”. By doing this, you will be made more aware of the activities your MP is doing on a day-to-day basis, which will help you in figuring out which events to attend to put in some valuable face-time. This will also help you understand the issues your MP is more concerned about so when you do make an appointment to speak with them at their constituency office, you can incorporate those issues into your conversation. You can also comment on Facebook posts they make public, demonstrating that you are in-the-know about current issues and care about where your MP stands on issues other than abortion. MPs do not appreciate one-trick ponies, and will listen to you more if you take an interest in more than one topic. Again, don't over-do it. There are enough people who are Facebook trolls, especially to people in the spotlight. Don't be one of them. Don't forget to also post encouraging or congratulatory comments on their Facebook wall as well, especially when your MP stands for something you agree with or an important issue affecting your local riding. Remember- you catch more bees with money... I mean... honey.

How to use social media for change



What better way to communicate to your MP your support/disappointment in their vote than by making a short video. Not only does this prove that you actually exist, it also puts a personal touch on your message that a Tweet or Facebook post can't do. Use the video in an e-mail, a tweet or post to their Facebook wall as one of the many ways to get your voice heard.

This can be especially effective when an MP is attacked for standing up against a controversial issue, such as abortion. When Health Minister Rona Ambrose voted in favour of MP Stephen Woodworth's Motion 312, the media attacked her, and many people called for her resignation. Pro-lifers however were able to come together by posting short 10 second clips of them saying they supported Rona in her vote- and tweeting them at the media and at Rona herself. This made a huge impact, and gave Rona the support she needed to stand in favour of the next pro-life motion that was brought up in Parliament, Motion 408, despite the fact that Rona says she is pro-choice. Encouragement and support, even to those MPs who are not vocally pro-life can sometimes be the most effective lobbying tool you have. Don't let it go to waste.



[I support Rona Ambrose!](#)

by Maaike Rosendal • 1 year ago • 725 views

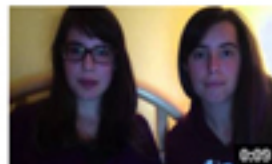
The Honourable Rona Ambrose, Minister for Status of Women, has been receiving flack since voting in favour of Motion 312.



[We Support Rona Ambrose!](#)

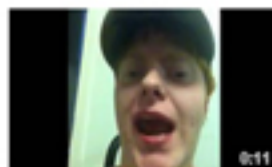
by CLCYouthTV • 1 year ago • 111 views

More love, more support for Rona Ambrose.



[We Support Rona Ambrose](#)

by CLCYouthTV • 1 year ago • 193 views



[I support Rona Ambrose!!](#)

by CLCYouthTV • 1 year ago • 280 views

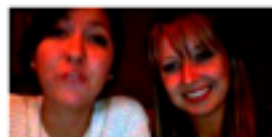
Taylor supports Rona Ambrose.



[NCLN Supports Rona Ambrose's Vote!](#)

by NCLCampusLifeNetwork • 1 year ago • 300 views

National Campus Life Network, Canada's organization of pro-life university campus clubs, supports Rona Ambrose's vote for Motion



[Thank you Rona Ambrose for your support of Motion 312!](#)

by Ewelina Widorska • 1 year ago • 227 views

We want to share our gratitude with Rona Ambrose for supporting Motion 312!

Conclusion

We know this may seem like a lot. With school, your exciting love life, work and friends, you are probably asking yourself how it is possible to Adopt your MP. The answer to that question is simple. Electing pro-life MPs and lobbying others to support pro-life legislation is absolutely necessary if we are to have any hope in restoring legal protection for the unborn.

Politics shapes the way society thinks, and guides our actions in our everyday life. If we truly believe that abortion is killing an innocent human life, we have no choice but to act. We have no choice but to use the endless resources we have been given and follow these simple steps to using your power as a young and credible member of society to influence the politician that represents YOU.

The pro-life movement has been successful in saving lives through educational and pastoral campaigns across the country. A new youth movement is growing like never before in Canada, which is giving us more hope than ever in restoring a culture of life. There's just one essential link missing: politicians. It is getting increasingly harder for politicians to put forward any type of legislation that even mentions or refers to abortion, which means we need to step up our game. We need to prove to our politicians that Canadians want protection for the unborn in ways that will affect them the most: our vote and our voice. Don't just talk about change. Be the change.



"No longer just grey-haired activists holding signs outside abortion clinics, the pro-life movement has undergone a savvy, youthful makeover. Viral video contests, slick marketing campaigns, podcasts and Facebook groups fly in the face of assumptions that all young people lean left and that opposing abortion is antiquated."

- Toronto Star, 2012