



**2021**

# **ELECTION TOOLKIT**

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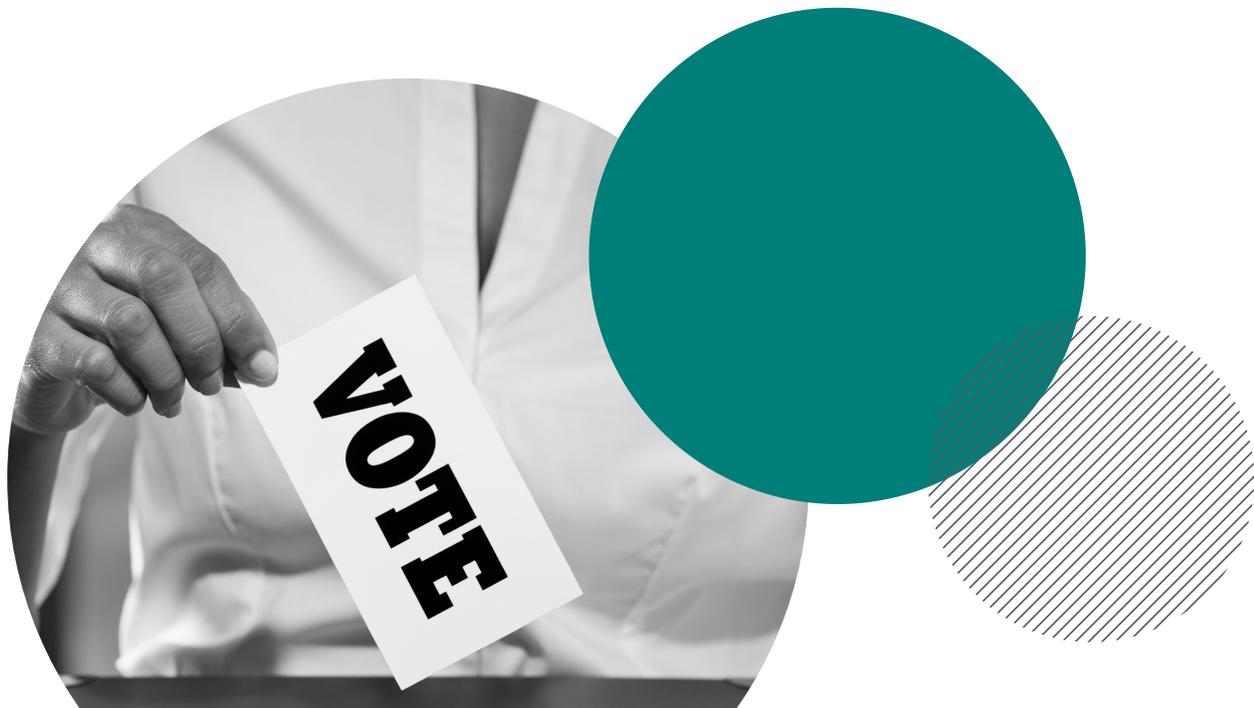


**HUMANE  
CANADA™**  
**ANIMAUX  
CANADA™**



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# Introduction

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Canadians care about animals! When polled on animal welfare issues, we see overwhelming support for taking action to treat animals more humanely.

Canadians want a humane Canada with federal legislation that protects animals from cruelty and provides a framework to ensure animals are treated humanely and with respect.

The next few weeks is your opportunity to help ensure animal welfare is on the political agenda and that coming out of the election we can continue to build a home for animal welfare within the federal government.

To help you do this, we've developed this Election Toolkit and Policy Platform with ideas on how to get involved and have your voice heard.

With your voices, from coast to coast to coast, candidates will better understand the importance of animal welfare to their constituents and ensure we have a government that cares about Animal Protection.

Together we can make a difference.





## Why?

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Why is a great question. Why are we advocating for animal welfare in an election, why should you care, and why should you join us? What are we really trying to accomplish with this election? It's simple, we want long-lasting change and an animal welfare positive government.

Your local candidates need to hear from you because when residents from outside their riding contact them it has little influence. So what has the maximum influence on candidates?

- Voters in their riding
- Large groups working together (in-person meetings, email campaigns, etc.)
- Local Media

Together, we want to elevate animal welfare during the election, we want it to be placed in Party platforms and we want our new MPs ready to support change for animals.

This guide will help you to:

- ✔ Be an active part of this election
- ✔ Choose animal welfare issues that matter to you
- ✔ Review options that work best for you
- ✔ Engage with your candidates



# Create Your Own Election Plan

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In 5 easy steps...

1

## Identify your message:

- Read the Humane Canada Policy Platform
- Choose 2 or 3 areas of focus to speak to candidates about

2

## Understand your riding:

- Identify the candidates in your riding
- Gather their contact information
- What events are happening in your riding

3

## Choose your Tactics:

- Review the tactics outlined in this toolkit
- Choose at least one that works for your style

4

## Communicate:

- Share your thoughts on your social media
- Speak to your friends and colleagues
- Submit letters to the editor and reach out to media

5

## Post-Election:

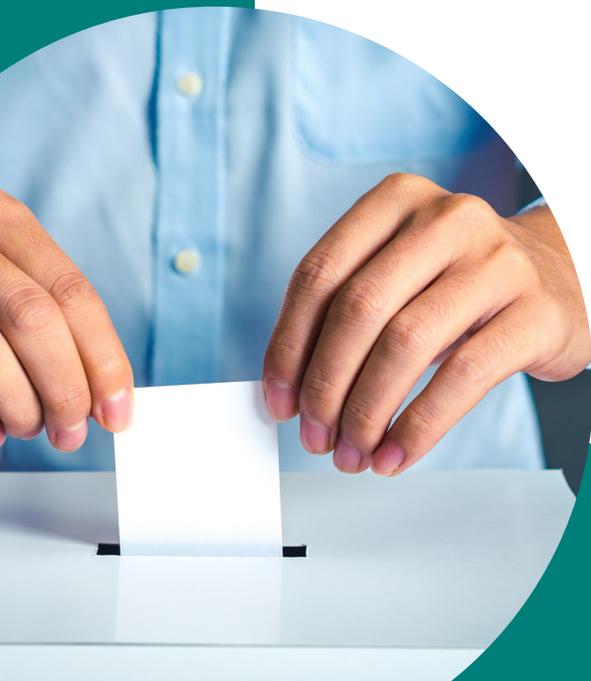
- Send a congratulatory message to the winner in your riding and copy the Prime Minister
- Ask them to work on animal welfare issues



## TOOLKIT

An election is a critical time to get out there and make sure that your message is heard. It's the time to mobilize, engage and ask questions to candidates. Below are just some of the many things that can be done to engage with candidates during the election.

- One-on-One Meetings
- Town Hall Meetings
- Candidates Debates
- Media/Social Media





## One-on-One Meetings

What is a one-on-one meeting and why should you do it? One-on-one meetings can be very effective. They give you an opportunity to highlight your animal welfare issues to the candidate and for you to develop a relationship with them - should they be elected.

### Why?

- Easy to set up
- Highlights the issue
- Part of the bigger goal to elevate animal welfare
- Lets you know where your candidate stands on animal welfare

It's also important to remember to stay on your key messages, make sure you're clear on what you're asking. Ask them for their stance on animal welfare and also what their party's stance is. Don't be afraid to bring in some supporting documents, like the Humane Canada Election Platform to help move the conversation along.

Most importantly, be prepared to answer their questions confidently and accurately.

### How?

1. Identify your local candidates
2. Call to set up a meeting - be persistent! You may have to call more than once and with the pandemic it will likely be virtual
3. Prepare ahead of time - what issue do you want to highlight? What questions will you ask?
4. Make sure to take a photo with the candidate to share on social media
5. Follow up with a thank you and any additional information you agreed to send



## Debates & Candidate Meetings

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While candidates are campaigning there will be many opportunities to address the candidate as well as animal welfare publicly. There will be local debates in your town that you can attend (likely virtually over Zoom) and ask your questions; this not only raises the animal welfare topic with the candidate again, but other people in the room may consider putting animal welfare front of mind.

### Some important hints for Public Engagement:

- Know your audience: What questions are they likely to have?
- Always leave them with an action item. You got their attention, now tell them what they need to do to help.
- Take pictures. Use social media to your advantage before and after your event.

Not all candidates need to be there, it's important to note that some debates are issue specific. You can also consider hosting your own animal welfare specific debate, doing so would give the candidates an opportunity to show that animal welfare is on the radar.



## Media

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The media will cover the election campaign, however, they may not cover the topic of animal welfare. It is important to get animal welfare on the radar of both the media and our Parliamentarians.

Some of the ways you can engage your local media are:

- Send in a Letter to the Editor
  - Be sure to verify word count and any other specifications your local publications may have
- Listen to local radio/talk radio and call in during segments where they may be asking for questions or for what issues are important to you

You should also be prepared with background information and be able to answer questions as they come up. Consider checking the Humane Canada website for more information on recent legislative changes that improved animal welfare dramatically in Canada.

Be sure to post and share all the activities you are doing on social media and encourage your supporters to follow you and keep up-to-date with the election and animal welfare.



## POST-ELECTION

All the fun of the election may be done, but it's not over yet. Post-election is still an important time to be active and engaged.

The elected candidates who you spoke with and who made promises to you, now need to be held accountable for those promises. Be sure to follow-up and keep asking questions about animal welfare. What did they promise you, and are they doing it?

Send a congratulatory message to the new or returning MP and request a meeting to update them on the current animal welfare issues.



## CONCLUSION

As a collective, we are building momentum and elevating animal welfare, even through the pandemic, we have kept animals on the radar screen.

All this work is only possible because we, as animal welfare advocates, stood together using our collective voice to make change for Canada's animals.

Our Parliamentarians often think that animal welfare isn't an important issue, let's change their minds, let's put animal welfare on the election map this year!



## RESOURCES

Included in this toolkit are the following helpful resources:

- Drafted request for one-on-one meeting
- Questions your supporters can ask their candidates
- Drafted congratulatory e-mail

If you have any questions on the following documents please contact [melanie@humanecanada.ca](mailto:melanie@humanecanada.ca).

# REQUEST FOR 1 ON 1 MEETING

<Date>

<First Name>, <Last Name>

<Address 1>

<Address 2>

<Postal Code>

Dear <NAME>:

I am reaching out today to ask for a meeting to discuss existing animal welfare issues in our community. As a constituent in your riding, I believe strongly that the federal government needs to take a lead in developing policy initiatives to improve animal welfare in Canada.

(CHOOSE YOUR ISSUE - THIS IS A VIOLENCE LINK EXAMPLE) As you may know, violence against animals and violence against people are not separate and distinct problems. Rather, they are part of a larger pattern of violent crimes that often co-exist. Research shows a significant correlation between animal cruelty and domestic violence, the physical and sexual abuse of children, sexual assault and other violent crimes.

I look forward to scheduling a suitable time for us to meet and discuss the action plans your party has to address protecting animals and people in vulnerable situations across our country.

Thank you for your time and consideration.

Sincerely,

<Your name and signature>

# QUESTIONS YOU CAN ASK YOUR CANDIDATES

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1

If elected, what will you and your party do to create a humane Canada for all animals?

2

Can you please outline for us the key points in your party platform regarding animal welfare and how you intend to support these issues?

3

30% of Humane Societies and SPCAs enforce the law in Canada. Proper financial support from the federal level is required to ensure that these organizations have the resources they need to enforce the Criminal Code of Canada to ensure better animal protection. What is your strategy for moving this forward?

4

Currently, the Criminal Code of Canada does not adequately protect animals. Canadians have been asking for improvements to the law for more than 20 years. What will you do to ensure the law is swiftly updated post-election?

5

Canadians expect farm animals to be raised, transported and slaughtered humanely. Canada's current animal protection framework and animal transportation regulations are inadequate when compared to international standards. Please outline your position on farm animal protection and how to improve it in Canada.

6

Multiple studies have proven the Link between human and animal violence. Police and other law enforcement need more resources and training on this Link. Funding from the federal level is needed to protect the vulnerable members of a family including the pets. How will your party address the Violence Link?



# POST ELECTION CONGRATULATORY LETTER

<Date>

<First Name>, <Last Name>

Member of Parliament (RIDING NAME)

<Address 1>

<Address 2>

<Postal Code>

Dear <NAME>:

I am writing to extend my congratulations on your win to become our next Member of Parliament. I look forward to establishing a positive and constructive relationship with you and your team.

Improving animal welfare and protection in Canada and in our community is important to me. I would like to see (LIST 2 or 3 of the key animal welfare issues you want addressed in this Parliament).

It is my hope that you will consider becoming a champion for animal welfare.

Once again, congratulations on <Your New Role OR Returning To Your Role> and we look forward to a better state of animal welfare in Canada.

Yours truly,

<Your Name>