

Description

Candidates from all parties are invited to participate in a Question/Answer session on issues important to Federal Retirees members in a formal, debate-like format that’s usually led by a moderator.

Overall timeline (from planning to debrief): 6-7 weeks

Timeline	Tasks / Details
7 weeks out	<ul style="list-style-type: none">Identify goals and targets for event (attendance, etc.)Identify purpose of event (awareness, volunteer recruitment, etc.)Set budget for eventDetermine target date for eventRecruit team to plan and deliver event
6 weeks out	<ul style="list-style-type: none">Secure locationInvite candidatesSecure moderator/guest speakersSource equipment (AV, etc.)Source refreshmentsDetermine volunteer needs for the event (day-of)Develop timeline for ads/promotions
5 weeks out	<ul style="list-style-type: none">Recruit volunteers for promotion <i>and</i> the event itselfDevelop promotional materials (posters, ads, etc.)Set-up RSVP link and tracking system (Eventbrite)
4 weeks out	<ul style="list-style-type: none">Begin promoting (emails, phone tree, etc.)Reach out to allied groups, invite
3 weeks out	<ul style="list-style-type: none">Continue promotingBuild a draft agenda and review with moderator, share with candidates
2 weeks out	<ul style="list-style-type: none">Review RSVP numbers, adjust promotion plan as neededContinue promotingEnsure all materials have been ordered to arrive in timeDraft media advisory and discuss with National Office
1 week out	<ul style="list-style-type: none">Review RSVP numbers, confirm event layout/floor plan, refreshments, etc.Review event day volunteer list, recruit additional as requiredContinue promotingConfirm agenda with moderator and candidates
2-3 days before	<ul style="list-style-type: none">Continue promotingSend out approved media advisory, make follow-up calls to local mediaMake reminder calls to RSVPs and volunteersCompile materials
Day-of	<ul style="list-style-type: none">Arrive early for set-upBrief volunteers, moderator and candidatesTake photos and notesEnsure all attendees sign in
2-3 days after	<ul style="list-style-type: none">Draft press release and discuss with National Office, then send approvedShare any photos and notes with National Office
1 week after	<ul style="list-style-type: none">Call all volunteers, moderator, special guests, allied organizations, candidates and thank them for attending/supporting, and ask for feedbackEnsure all RSVP and attendee information are sent to National Office
2 weeks after	<ul style="list-style-type: none">Assemble team to review targets and goals vs actualsDebrief experience



All-Candidates Meet n' Greet



Description

Candidates from all parties are invited to a casual get-together where they may have a few minutes to speak to the entire group, and then have one-on-one conversations. This could be a coffee and cookies event, a cocktail reception or a pub night.

Overall timeline (from planning to debrief): 5-6 weeks

Timeline	Tasks / Details
6 weeks out	<ul style="list-style-type: none">Identify goals and targets for event (attendance, etc.)Identify purpose of event (awareness, volunteer recruitment, etc.)Set budget for eventDetermine target date for eventRecruit team to plan and deliver event
5 weeks out	<ul style="list-style-type: none">Secure locationInvite candidatesSecure host/guest speakersSource equipment (AV, etc.)Source refreshmentsDetermine volunteer needs for the event (day-of)Develop timeline for ads/promotions
4 weeks out	<ul style="list-style-type: none">Recruit volunteers for promotion <i>and</i> the event itselfDevelop promotional materials (posters, ads, etc.)Set-up RSVP link and tracking system (Eventbrite)
3 weeks out	<ul style="list-style-type: none">Begin promoting (emails, phone tree, etc.)Reach out to allied groups, inviteBuild a draft agenda and review with host, share with candidates
2 weeks out	<ul style="list-style-type: none">Review RSVP numbers, adjust promotion plan as neededContinue promotingEnsure all materials have been ordered to arrive in timeDraft media advisory and discuss with National Office
1 week out	<ul style="list-style-type: none">Review RSVP numbers, confirm event layout/floor plan, refreshments, etc.Review event day volunteer list, recruit additional as requiredContinue promotingConfirm agenda with moderator and candidates
2-3 days before	<ul style="list-style-type: none">Continue promotingSend out approved media advisory, make follow-up calls to local mediaMake reminder calls to RSVPs and volunteersCompile materials
Day-of	<ul style="list-style-type: none">Arrive early for set-upBrief volunteers, moderator and candidatesTake photos and notesEnsure all attendees sign in
2-3 days after	<ul style="list-style-type: none">Draft press release and discuss with National Office, then send approvedShare any photos and notes with National Office
1 week after	<ul style="list-style-type: none">Call all volunteers, moderator, special guests, allied organizations, candidates and thank them for attending/supporting, and ask for feedbackEnsure all RSVP and attendee information are sent to National Office
2 weeks after	<ul style="list-style-type: none">Assemble team to review targets and goals vs actualsDebrief experience



Description

A gathering to watch the televised leaders’ debate. This could be hosted at a local pub with televisions, or at a community centre with a livestream and a projector.

Overall timeline (from planning to debrief): 2-3 weeks

Timeline	Tasks / Details
3 weeks out	<ul style="list-style-type: none">Identify goals and targets for event (attendance, etc.)Identify purpose of event (awareness, volunteer recruitment, etc.)Set budget for eventDetermine date of event (to coincide with broadcast date)Recruit team to plan and deliver eventSecure location, source refreshmentsDevelop timeline for ads/promotionsSet-up RSVP link and tracking system (Eventbrite)
2 weeks out	<ul style="list-style-type: none">Begin promoting (emails, phone tree, etc.)Reach out to allied groups, inviteEnsure all materials have been ordered to arrive in time
1 week out	<ul style="list-style-type: none">Review RSVP number, confirm refreshments, etc.Continue promoting
2-3 days before	<ul style="list-style-type: none">Continue promotingMake reminder calls to RSVPs and volunteersCompile materials
Day-of	<ul style="list-style-type: none">Arrive early for set-upBrief volunteersTake photos and notesEnsure all attendees sign in
2-3 days after	<ul style="list-style-type: none">Share any photos and notes with National Office
1 week after	<ul style="list-style-type: none">Call all volunteers, allied organizations and thank them for attending/supporting, and ask for feedbackEnsure all RSVP and attendee information are sent to National OfficeAssemble team to review targets and goals vs actualsDebrief experience

Description

Like an in-person all-candidates town hall, candidates are invited to participate in a Question/Answer session on issues important to Federal Retirees. However, members instead receive a telephone call and can listen in to the session from home.

Overall timeline (from planning to debrief): 6-7 weeks

Timeline	Tasks / Details
7 weeks out	<ul style="list-style-type: none">Identify goals and targets for event (attendance, etc.)Identify purpose of event (awareness, volunteer recruitment, etc.)Set budget for event, and determine target phone numbers to callDetermine target date for eventRecruit team to plan and deliver eventDiscuss plan with National Office (as we will need to provide significant support for such an event)
6 weeks out	<ul style="list-style-type: none">Secure location for moderator and phone screeners, as well as phone-in location for candidatesInvite candidatesSecure moderator/guest speakersSource equipment (AV, etc.)Develop timeline for ads/promotions
5 weeks out	<ul style="list-style-type: none">Recruit volunteers for promotionDevelop promotional materials (posters, ads, etc.)Set-up RSVP link and tracking system (Eventbrite)
4 weeks out	<ul style="list-style-type: none">Begin promoting (emails, phone tree, etc.)Reach out to allied groups, invite
3 weeks out	<ul style="list-style-type: none">Continue promotingBuild a draft agenda and review with moderator, share with candidates
2 weeks out	<ul style="list-style-type: none">Review RSVP numbers, adjust promotion plan as neededContinue promotingDraft media advisory and discuss with National Office
1 week out	<ul style="list-style-type: none">Review RSVP numbersContinue promotingConfirm agenda with moderator and candidates
2-3 days before	<ul style="list-style-type: none">Continue promotingSend out approved media advisory, make follow-up calls to local media
Day-of	<ul style="list-style-type: none">Coordinate set up with National OfficeBrief volunteers, moderator and candidates
2-3 days after	<ul style="list-style-type: none">Draft press release and discuss with National Office, then send approved
1 week after	<ul style="list-style-type: none">Call all volunteers, moderator, special guests, allied organizations, candidates and thank them for attending/supporting, and ask for feedback
2 weeks after	<ul style="list-style-type: none">Assemble team to review targets and goals vs actualsDebrief experience

Description

Usually a short (5-15 minutes) live broadcast of an event, guest speaker, or abbreviated panel discussion.

Overall timeline (from planning to debrief): 2-3 weeks

Timeline	Tasks / Details
3 weeks out	<ul style="list-style-type: none">Identify goals and targets for event (attendance, etc.)Identify purpose of event (awareness, volunteer recruitment, etc.)Determine date of eventRecruit team to plan and deliver eventSecure locationDevelop timeline for ads/promotionsInvite guest speakers, moderatorDiscuss plan with National Office (as we will need to provide significant support for such an event)
2 weeks out	<ul style="list-style-type: none">Begin promoting (emails, social media, etc.)Reach out to allied groups, inviteDraft agenda, and review with guest speakersEnsure you have all equipment required (camera, microphone, etc.)
1 week out	<ul style="list-style-type: none">Dry-run, to confirm equipment working and timingContinue promoting
2-3 days before	<ul style="list-style-type: none">Continue promoting
Day-of	<ul style="list-style-type: none">Arrive early for set-upBrief volunteers, moderator, guest speakersTake photos and notesEnsure someone is moderating comments/reactions in real-time
2-3 days after	<ul style="list-style-type: none">Share any photos and notes with National Office
1 week after	<ul style="list-style-type: none">Call all volunteers, allied organizations and thank them for attending/supporting, and ask for feedbackAssemble team to review targets and goals vs actualsDebrief experience

Description

Branches arrange meetings with candidates to discuss issues important to Federal Retirees. Similar to meetings with MPs outside of an election period.

Overall timeline (from planning to debrief): 2-3 weeks

Timeline	Tasks / Details
3 weeks out	<ul style="list-style-type: none">Identify goals and targets for meeting (which candidates, etc.)Begin compiling contact information for candidates/their teamsIdentify purpose of meeting (support for campaign, good photo, etc.)Determine target date(s) of meetingRecruit team to schedule and attend meeting
2 weeks out	<ul style="list-style-type: none">Begin contacting candidates/their teams to negotiate meetingReview materials from National Office, practice your pitchEnsure that you have all printed materials ordered or ready to go
1 week out	<ul style="list-style-type: none">Continue to review materials, practice your pitch
2-3 days before	<ul style="list-style-type: none">Reconfirm date/time/location of meeting with candidate/their teamsReconfirm attending volunteersMap route/parking, etc. to ensure arrival on time
Day-of	<ul style="list-style-type: none">Arrive earlyTake photos and notes
2-3 days after	<ul style="list-style-type: none">Share any photos and notes with National Office
1 week after	<ul style="list-style-type: none">Assemble team to review targets and goals vs actualsDebrief experience



Description

Volunteers go door-to-door in a determined neighbourhood distributing information about the importance of Federal Retirees advocacy priorities. The goal is to raise awareness around issues and gather signatures in support.

Overall timeline (from planning to debrief): 2-3 weeks

Timeline	Tasks / Details
3 weeks out	<ul style="list-style-type: none">Identify goals and targets for canvass (number of doors knocked, leaflets dropped, signatures collected, etc.)Identify purpose of event (awareness, volunteer recruitment, etc.)Determine date of eventRecruit team to plan and deliver eventDetermine target neighbourhood, and staging locationDevelop timeline for ads/promotionsSet-up RSVP link and tracking system (Eventbrite)
2 weeks out	<ul style="list-style-type: none">Begin promoting (emails, phone tree, etc.)Reach out to allied groups, inviteEnsure all materials have been ordered to arrive in timeDevelop scripts and instructions in collaboration with National Office
1 week out	<ul style="list-style-type: none">Review RSVP numberContinue promoting
2-3 days before	<ul style="list-style-type: none">Continue promotingMake reminder calls to RSVPs and volunteersCompile materials, including canvass kitsReview debrief instructions with National Office
Day-of	<ul style="list-style-type: none">Arrive early for set-upBrief volunteersTake photos and notesEnsure all attendees sign inDebrief all volunteers at end of shift
2-3 days after	<ul style="list-style-type: none">Share any photos and notes with National Office
1 week after	<ul style="list-style-type: none">Call all volunteers, allied organizations and thank them for attending/supporting, and ask for feedbackEnsure all RSVP and attendee information are sent to National OfficeAssemble team to review targets and goals vs actualsDebrief experience

Description

Taking place in a high-traffic area (such as a busy street corner, in front of a shopping centre, in a mall food court), branches distribute information about the importance of Federal Retirees advocacy priorities and gather signatures in support.

Overall timeline (from planning to debrief): 2-3 weeks

Timeline	Tasks / Details
3 weeks out	<ul style="list-style-type: none">Identify goals and targets for mainstreeting (number of leaflets distributed, signatures collected, etc.)Identify purpose of event (awareness, volunteer recruitment, etc.)Determine date of eventRecruit team to plan and deliver eventDetermine target locationDevelop timeline for ads/promotionsSet-up RSVP link and tracking system (Eventbrite)
2 weeks out	<ul style="list-style-type: none">Begin promoting (emails, phone tree, etc.)Reach out to allied groups, inviteEnsure all materials have been ordered to arrive in timeDevelop scripts and instructions in collaboration with National Office
1 week out	<ul style="list-style-type: none">Review RSVP numberContinue promoting
2-3 days before	<ul style="list-style-type: none">Continue promotingMake reminder calls to RSVPs and volunteersCompile materials, including mainstreeting kitsReview debrief instructions with National Office
Day-of	<ul style="list-style-type: none">Arrive early for set-upBrief volunteersTake photos and notesEnsure all attendees sign inDebrief all volunteers at end of shift
2-3 days after	<ul style="list-style-type: none">Share any photos and notes with National Office
1 week after	<ul style="list-style-type: none">Call all volunteers, allied organizations and thank them for attending/supporting, and ask for feedbackEnsure all RSVP and attendee information are sent to National OfficeAssemble team to review targets and goals vs actualsDebrief experience

Description

A volunteer hosts a small event in their home, inviting their friends and neighbours to attend. The volunteer provides information about the importance of Federal Retirees advocacy priorities and gathers signatures in support.

Overall timeline (from planning to debrief): 2-3 weeks

Timeline	Tasks / Details
3 weeks out	<ul style="list-style-type: none">Identify goals and targets for party (number of attendees, signatures collected, etc.)Identify purpose of event (awareness, volunteer recruitment, etc.)Determine date of eventRecruit host, team to plan and deliver eventDevelop timeline for distributing invitationsSet-up RSVP link and tracking system (Eventbrite)
2 weeks out	<ul style="list-style-type: none">Begin promoting (emails, phone tree, hand-delivery etc.)Reach out to allied groups, invite (if appropriate)Ensure all materials have been ordered to arrive in timeDevelop informal agenda for partySecure refreshments
1 week out	<ul style="list-style-type: none">Review RSVP numberContinue promoting
2-3 days before	<ul style="list-style-type: none">Continue promotingMake reminder calls to RSVPs and volunteersCompile materials, refreshmentsReview agenda with host
Day-of	<ul style="list-style-type: none">Arrive early for set-upBrief volunteersTake photos and notesEnsure all attendees sign in
2-3 days after	<ul style="list-style-type: none">Share any photos and notes with National Office
1 week after	<ul style="list-style-type: none">Call all volunteers, allied organizations and thank them for attending/supporting, and ask for feedbackEnsure all RSVP and attendee information are sent to National OfficeAssemble team to review targets and goals vs actualsDebrief experience

