



Welcome to the Writ Period Meeting Notes
Wednesday, May 4th, 2022

7:00 - 7:15 PM: Welcome to the Writ Period – Dan Stasko & Roger Stone

Dan: Roger discussed with us how to bolster efforts in this campaign. **We need to get people door knocking.** Every day, hours on end. The best way for us to bring the vote tally up is to be talking to people. Events are good, but knocking on doors is the best thing.

Can't stress this enough: the importance of using e-canvasser. **This is the only way we, as a party, can get people out to vote that support you.** When we start calling people on Election day to go out, we won't know who your supporters are. Second and third touches aren't you going back, it's using phone banks, going to voters to persuade them to vote for you. The way we do this is through e-canvasser. We now have the voters list, and they will be uploaded into e-canvasser.

On Election day, volunteers will pick up bingo sheets: numbers that correspond to the voter's list of who has voted, we as HQ will know who has voted and who hasn't. We will then make sure we are touching these supporters of yours by phone banking, etc.

New Nanos Poll came out today: 3/1 over New Blue, almost the same vote margin as Green Party. We have been building this for a few months, and are already at the Green Party level! There are a lot of votes we can capture: 22% unsure, 8% yes in a secondary question in the Nanos Poll. We are on the map. The party did an internal poll: 25-26% undecided rate, there is *a lot of room in the lane we are in*. The best way for us to bring these margins up is **e-canvassing** software.

It's not about what you think, it's about the science and the facts. If we can determine who your supporters are, we can save you guys a lot of energy and bring your vote count up.

Congratulations to everyone for starting their campaigns: working closely together trying to move the pendulum. We are at about 80 candidates submitted to Elections Ontario, we should be around the 120 mark by May 12. We will have ourselves a full slate.

You don't have to know all the answers at the door, if you don't have the answer, pivot to the website, and direct people there to get the answers they want.

Roger Stone: enormous press coverage, will be talking about sophisticated communications, e-canvassing software, sophisticated polling, Roger will need this to help us.

7:15 - 7:25 PM: E-canvasser & Elector Lists – Dan Stasko

Electoral lists: anyone that is a registered voter in Ontario is on this list, we have access, which is why Sarah emailed everyone Privacy Forms from Elections Ontario. This means we will know who is at every door we knock, and we can pair people up with phone numbers and other lists with more information, and use it as a tool. This is important, it identifies how many voters are in each household, and helps us as a party to work our ground game and GOTV (get out the vote) plan.



If anyone has missed e-canvasser training, there were two Zoom trainings, both recorded, and are available on the candidate portal. An email went out with guides on how to use the app and software. Reference the guides, everything is there for you to know.

E-canvasser: the more info we have on the person, the more stays in their profile. Anyone in the system will remain in the system. As you collect more data, you will be marking the support levels of the people you just spoke with. The whole reason we want the info is so that we can gather the info and use it to GOTV (get out the vote). We will always know who our supporters are. You will just build on the info we already have.

Elector lists do not include phone numbers. Gather as much info as you can if they are friendly.

Each volunteer will need to have this software on their phone or smart device. Candidates are responsible for ensuring everyone with access to this software and the elector lists have signed Elections Ontario's privacy forms.

Bank accounts: open all your candidate bank accounts now. When you are campaigning, all your campaign expenses have to go through the campaign account. Donations and funds can go through the original donation portal, and just transfer to your campaign account.

7:25 - 7:30 PM: Lawn Signs & Printing & Neighbourhood Mail Contract – Andrew Carruthers

Henry has a printing business in Toronto: he does sign printing and literature printing and will work as a liaison between us and Canada Post for literature delivery.

Lawn signs and lit: if you haven't ordered your lit or signs, you **have to get on this**. It needs to be done **this week**. Everyone wants signs, there is a backlog.

Neighbourhood mail: the ability to send with Canada Post, a piece of your campaign lit. It's a flyer, like a door knocker. You can get Canada Post to carry it to the homes in your riding. We have a contract with Canada Post on this: normally it's \$0.17, we have a 30% discount, it's down to \$0.12 and a half. This is better than what the Greens and NDP have locked up with Canada Post. **You could hit 10,000 homes in your riding for less than \$2,000: including printing and neighbourhood mail service. Henry can provide and be the liaison for us.**

Henry: will be available for phone calls and questions afterwards. In each candidate's google drive, there is a folder called printing and literature: see a yellow sheet called *printing marketing tools*, and this will have Henry's contact info and literature details.

7:30 - 7:40 PM: Neighbourhood Mail Contract – Henry

Former Canada Post mail rep. Letter carriers, as they bring first-class mail, nested into other flyers: the bigger the flyer, the better the chance your ad mail is going to be seen. Our contract is on par with the Liberal party! \$123/1,000 to mail out ad pieces. HQ graphic provided is as small as you want to get. Max is 6"x12": we can enlarge it without adding extra work to you. It may cost you \$100-\$200 extra in printing but will make your piece stand out.



We can also leave out streets that bleed into different ridings. This costs extra but is not money wasted: it can save embarrassment.

With this program: you can mail out to just houses, just apartments, just farms etc. You tell me your preference. With people in urban markets: large concentration of condos, Canada Post is the only one who has access daily to mailrooms, you will not be able to go door to door in condos.

Time is of the essence: the cut-off is May 16. Covid delivery timelines are delayed, and we cannot have things delivered on Election day. Prior to this, we need to figure out where you want to target.

Can cost significantly less to get your flyers to different parts of your riding: \$11 vs \$30. Program is \$70 for 10,000 pieces. If you are over 10,000, charge a little bit less, the minimum is \$70. If printing locally, I will help with paperwork, email documentation, handhold how to tag boxes, and save money on transportation and drive to delivery locations, which will help with this as well.

Can do lawn signs with full colour in 5-7 business days, 1 colour will take 3 weeks to deliver.

We will be providing Henry's contact details in the follow-up email that goes out after this.

7:40 -7:50 PM: Debates – Dan Stasko

The best place to prep is the Ontario Party website: know the policies, and if you have questions, you'll have regional managers you can talk to. People are looking to hear your position (the Ontario Party's position) on specific issues. It is good to understand provincial vs. federal vs municipal. We will have full debate prep zoom within the next few days, worst case next Monday. We are going to have a few additional questions that have been coming up that we can give a standard answer to.

Eg: Environment: the standard answer is Ontario Party believes in clean air, clean water and clean soil. When people think about the environment, it's about having and being stewards of the environment. We know there are millions of litres of raw sewage from municipalities each year, and we need to stop that. We as the Ontario Party want to clean up waterways.

Keep answers simple. We want to focus on clean water, clean air, and clean soil.

The big thing to focus on: is clean water. Pick one. You will only have so many minutes to speak.

Make sure you practice, talk with your campaign team, family, and time yourself. You can run this quickly. You don't have to take up the time either.

Know your competition. Focus on Ford. Flip what the PCs have not been doing for the environment. Know provincial politics and understand what your opponents have done. Pivot to point out other things other parties have not done with their policies.

Most important thing is to be prepped for any type of question in terms of provincial politics: know promises that have been broken.

HQ will do cheat sheets for you as well.



7:50 - 7:55 PM: Tax Credit Update – Andrew Carruthers

There have been questions about this: there was a faulty one sent out, and the correction has been issued with newly updated totals. New updated totals on the tax credit graphic and on the website are 100% accurate, in alignment with Elections Ontario tax calculations. It is the same as what the liberals and NDP have on their websites. You can feel comfortable using them.

7:55 - 8:00 PM: Intro to Regional Managers – Sarah Zwicker

New chain of command and communication: moving forward, your main point of contact will be your regional manager for questions, etc. We will send out a contact list shortly so you can see who they are. Paperwork and criminal record checks will still go to Sarah, but you will get a manual for who goes where.

Managers: Paula I, Sarah Z, Tomas H, Pete S, and Grace B

Rick Nicholls: don't get disappointed, don't watch the polls, don't get disappointed at the news, door knock, talk to people, stay positive, you will have good and bad days, this doesn't matter, there's always the next day and it promises to be better. Some will welcome you, others will slam the door in your face. Move on to the next door.

Debates: look for opportunities, especially televised debates. **Go to the Chamber of Commerce, libraries, etc, and they will tell you where they are.**

MSM (mainstream media) is trying to avoid and ignore us. Roger Stone got us into media cycles, and we have other things to try and do the same. We will be advertising on the radio, etc. You know who local media are: build good, strong, healthy relationships. Go meet them face to face if you have to. There will come a time when the mainstream media needs to know us, and as we begin to grow and gain momentum, we are going to start turning heads, media will come to us and want to know where we are on Election day. Build relationships with small media, national media are big, but the small community newspapers and media need us. Give them filler. Get your friends to write op-eds. They will print. They look for those. Get that stuff out here. Put a team together.

Use your strengths, don't think you can do it all on your own, because you can't.

You will see more engagement from HQ for advertising, to encourage you to get out, use e-canvasser etc. Your new regional managers will be an additional layer of support - continue to expand your team of support.

For Freedom, Family, and Faith.