

Campaign Update

October 2024

Campaign Overview

This campaign uses a three-pronged approach:

- 1. On-the-ground campaign**
- 2. Strategic targeting of ridings**
- 3. Coordination of work, sharing of resources**



Campaign Overview

The Slogan: Power of Many

About the Slogan: We are revitalizing this campaign slogan, first used in 2018, to build on workers' agitation and offer a more hopeful vision for the Ontario we need.

**POWER
OF
MANY**



Campaign Overview

The Goal

The *Power of Many* is about building connections by engaging diverse working people in the narrative that we deserve a better future, and together we can build it.

We will use these connections in an election period to tie the values of the *Power of Many* campaign—affordability, decent work, and good public services—to the benefits of electing an NDP government.

Following the election, we will use these connections to hold the government to account and continue building the labour movement for our own day-to-day work

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Campaign Overview

Key Messages

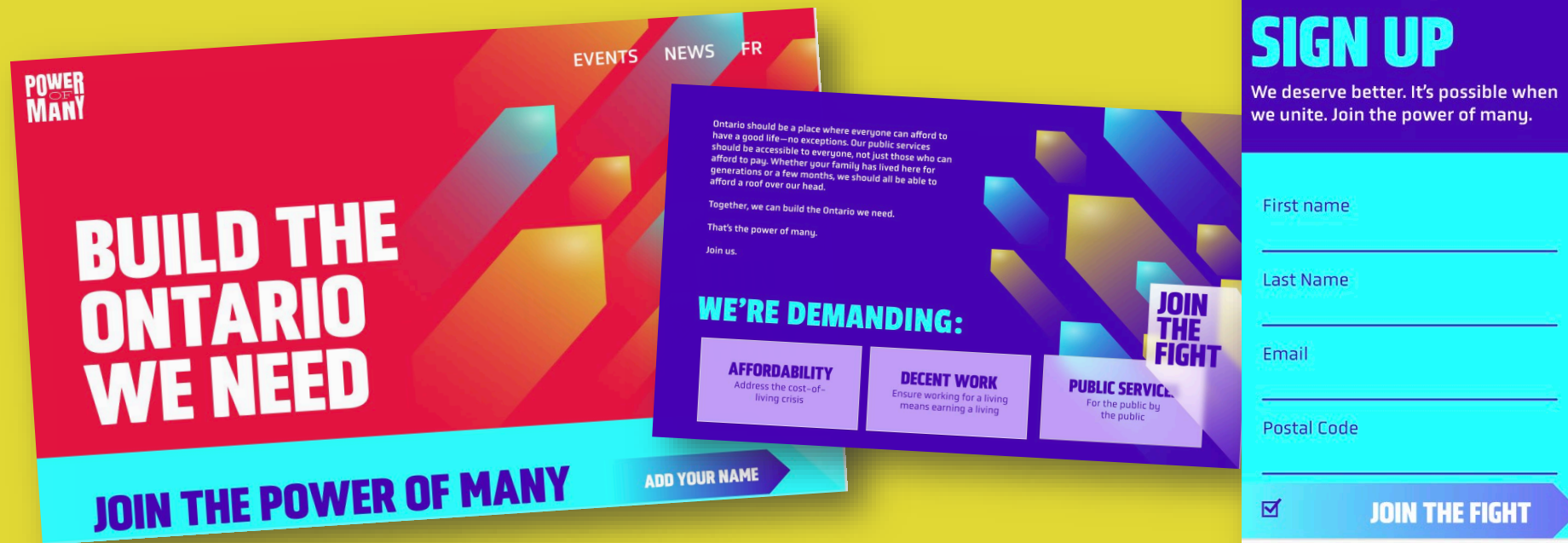
- **Affordability:** Address the cost-of-living crisis
- **Decent Work:** Ensure working for a living means earning a living
- **Public Services:** The services we need, whenever we need them



Campaign Overview

Materials

Pledge & Microsite: www.thepowerofmany.ca



Campaign Overview

Leaflets & Posters



The Ontario We Need Roadshow

The Ontario We Need Roadshow, took place from September 5 – October 10, to launch and coordinate the *Power of Many* campaign locally.

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Locations & Dates

September 5: Belleville

September 9: Thunder Bay

September 12: Oshawa

September 18: Kingston

September 19: Ottawa

September 24: Sault Ste.
Marie

September 26: Sudbury

October 1: Windsor

October 2: Kitchener-Waterloo

October 8: Barrie

October 10: Brampton

October 16: Virtual Town Hall



Next Steps

Join us on Slack.

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