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Join the Wave!



It's going to be EPIC!



- Most important election in decades for working people
- For the first time, we can elect a federal gov't that will put working people first

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USW Members

- Not all our members vote NDP
- Recent CLC research shows 22% of undecided union voters won't rule out voting Conservative
- Members receptive if approached with respect



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Key Issues for Working People

- Good jobs and the economy
 - Elimination of middle class
- Gov't working against unions
- Temporary Foreign Workers Program
- Social safety net
- From the left, fear of Harper, strategic voting



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Conservative Failures

- 600,000 jobs lost
- Crippling cuts to important social programs
- Abandoning Medicare
- Have failed: veterans, women, First Nations, environment
- Corruption, Robocalls, Senate scandal
- Works in the interests of corporations and the wealthy

Harper Has Failed



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Liberal Failures

- 13 years of promises, never delivered: national childcare program
- Eliminated national housing program in 1995
- Massive cuts to Employment Insurance
- Began tightening of EI eligibility : fewer than 40% can claim benefits they've paid into
- Removed federal minimum wage in 1996
- Blank-cheque support for Conservative's secret-police Bill C-51
- Reduced funding for health care and education

Trudeau: Can't Be Trusted

Not ready.

**Campaign from the left,
govern from the right.**

Not for workers.



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Photo: Alex Guibord
(Creative Commons)

NDP Platform for Change

- \$15 minimum wage
- Investing in jobs for a stronger economy
- \$15 a day child care
- Restoring retirement age to 65
- Fixing Employment Insurance
- End CEO loopholes
- Standing up to Harper (strong opposition to Bill C-51)

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Tom Mulcair

- For workers
- For our economy
- For good jobs
- For historic change

Experienced

Principled

On our side



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How To Say His Name?

Say it with me:

“Health Care”

“Child Care”

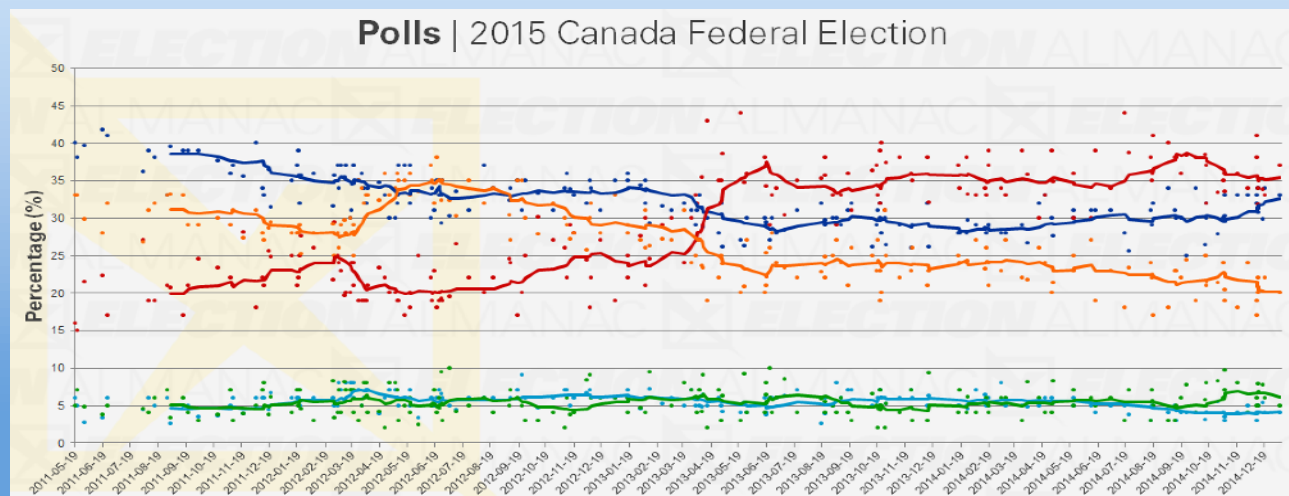
“Mulcair”

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Falsehood of Strategic Voting

- Harper needs an ABSOLUTE majority
- Neither Mulcair nor Trudeau will support a Harper gov't
- Not one poll in 2½ years has Harper with a majority of seats



Strategic Voting Doesn't Work

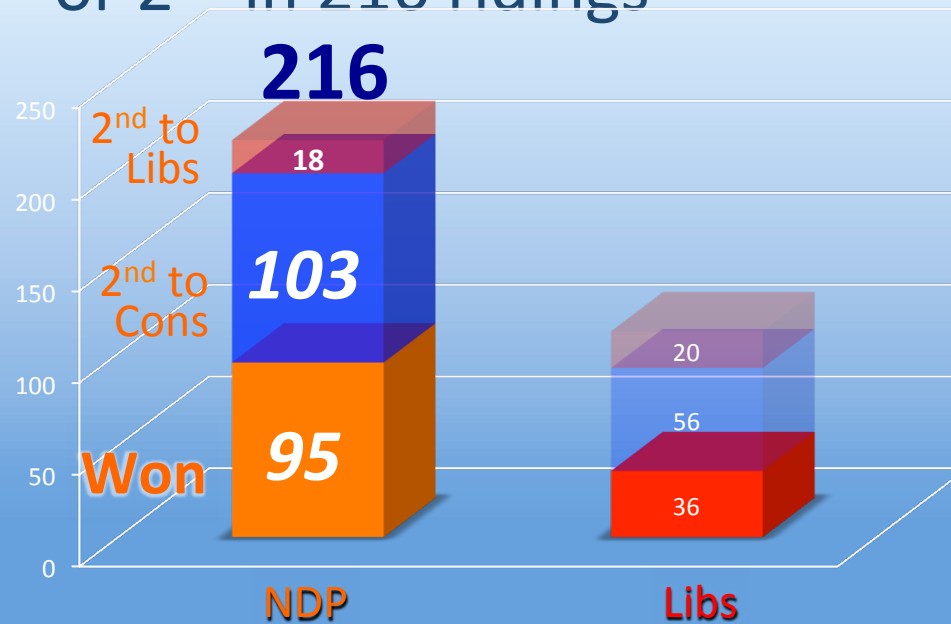
- Since people think there are only TWO governing parties, they assume the 'strategic vote' is to vote Liberal
- 'Strategic Voting' is a frame used by Liberals to drive voters to the Liberal Party
- Voting on principle gets you a principled government
- Voting 'strategically' helps Harper in most ridings

NDP Best Placed to Beat Conservatives

NDP has 95 seats:

- Came second to Conservatives in 103 ridings
- Came in 1st or 2nd in 216 ridings

216 of 308



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Demonizing Harper is Unproductive

‘STOP HARPER’ drives undecideds to Conservatives, away from NDP

- 22% of Harper’s support (soft conservatives) can be switched
- DEMONIZING Harper breaks your credibility, solidifies Harper/Cons vote
- DEMONIZING Harper makes soft NDP voters less rational, more emotional and causes them to vote Liberal out of fear
- Rational appeal to policy choices and interest of average people will move voters over to the NDP

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Combatting Strategic Voting

- Let's vote with hope, not fear
- Let's vote for the interests of working people
- Let's make history



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Recent Polls = Momentum NDP

- Polls show rising NDP support even before Alberta
- Alberta effect = positive trend for NDP in provinces other than Alberta: B.C., Ontario, Quebec
- NDP on the rise: strong opposition to Bill C-51
- Recent polls show surging NDP support
- With competitive NDP, strategic voting becomes less of a threat
- NDP support is growing among union members

USW = Ballot Box Power

- USW members have power when we vote
- 10% more turnout
- 10% more NDPers among members
- Our members will be on board, if we talk to them and involve them
- Engage our members



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Union Activities Under New Election Rules

- Some rules still apply
 - Unions can't donate to candidates or parties
 - So, encourage individual members to donate and volunteer instead
- Refer to 'USW Election Guide' for new rules
 - Advertising must be coordinated with District 6
(USW will be a registered third party during election period)
 - Locals must register with CRTC (if phonebanking)
- Unlimited member-to-member activity
(no financial limit)

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Member-to-Member Activities are the Most Important

- Circulate/post USW-NDP materials
- Invite NDP candidates to your meeting or shift change
- Include NDP platform/graphics in newsletters
- Organize, volunteer in member phone banks
- Encourage members to volunteer in NDP campaigns
- Deliver this presentation to your members

Leverage Our Power

- Order USW election materials to share with your members (flyers, posters, t-shirts, etc.)
- Identify and involve Local activists (the usual suspects)
- Recruit new activists (the unusual suspects)



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District and National Office Supports

- Election materials available
 - Print materials: leaflets, posters, newsletters
 - PowerPoints to show your Local
 - Give aways: buttons, t-shirts
 - Content: articles and images for your Local newsletters
- Central activities
 - Telephone town halls
 - E-newsletter, website, social media
 - Third-party advertising in priority ridings

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