



TIPS & GUIDELINES FOR A SUCCESSFUL STRATEGY

- () Know your local candidates and engage them in a dialogue. You can find out who the candidates are by visiting the official party websites at:
 - www.liberal.ca
 - www.conservative.ca
 - www.ndp.ca
 - www.greenparty.ca
 - www.blocquebecois.org
- () Schedule a meeting with your local candidate — invite them to your museum for a special tour or event.
- () Ask the candidates if they are supportive of the issues.
- () Share the 'Key Messages' document with your colleagues and contacts — i.e. staff and volunteers who work in your museum, your Board of Directors, and your 'friends' and 'members' lists. Ask all of these people to talk about museums when they meet candidates or are asked about their priorities in this election. Ask your contacts to let you know if they communicate with a candidate and if the candidate offered any commitment to support museums.
- () Candidates may come to your door. Use the 'Key Messages' to ask them for a commitment and tell them about your museum and its important place in your community.
- () Stick to a few, concise messages and repeat them often!