

## ELECTION ADVOCACY DO'S AND DON'TS

When undertaking any election advocacy there are simple, but important, things to keep in mind:

1. **Brevity is important:** Ensure your message is clear and impactful, without overwhelming anyone with lengthy notes or decks. Avoid technical terms, acronyms, or programs.
2. **Tell your story:** Describe the human side of the impacts of the pandemic as an RPN working in Ontario – but be mindful of how your story emphasizes your key asks and messages.
3. **Repetition is key:** Your target audience is going to be engaged from all sectors, on many issues, so you need to ensure your ask and messages are clear, consistent, and repeated.
4. **The “so what” rationale is imperative:** Show why your asks will matter as a frontline RPN working in Ontario’s health care system during COVID-19.
5. **Never engage in partisan critiques** – even of the other party!
6. **You don’t need to know everything** – if there’s a question you can’t answer, that’s okay – share the answer in follow up. Speaking of which...
7. **Follow up:** Send an email or letter after the meeting that thanks the person for their time, reinforces your message and addresses any outstanding follow-ups.