



**WORKERS  
TOGETHER**

# Building Community Power

WORKBOOK FOR PARTICIPANTS

Municipal Election Conferences  
Workers Together 2026

QUESTIONS?  
Email [ontario@clctc.ca](mailto:ontario@clctc.ca)





# BRAINSTORM

## MESSAGING TO YOUR LISTS

Use this worksheet to determine which election issues might resonate best with the campaign lists you have identified. Then discuss any specific framing required to make those issues compelling to your membership. You will not complete your entire brainstorm during the time allotted during the workshop – use this worksheet to capture your ideas while they are fresh in your mind.

Election issue area	Lists that are likely to be interested in this issue	Framing notes for adjusting messages to meet your members' needs
<b>Strengthening Public Services</b>		
<b>Expanding and Protecting Good Union Jobs</b>		
<b>Prioritizing Affordable Housing Projects</b>		

# BRAINSTORM

## FUNDRAISING TACTICS FOR YOUR LISTS

The strongest candidates are shifting from "support my campaign" to "help build our city together." Use this worksheet to brainstorm which fundraising tactics and activities would be best suited to your audiences, that will support your goals for the election. You will not complete your brainstorm during the time allotted during the workshop – use this worksheet to capture your ideas while they are fresh in your mind.

What language helps ask supporters to become stakeholders in the campaign's vision?	What specific community outcomes is the campaign fighting for?	What story does the fundraising tell that you can build a narrative around?