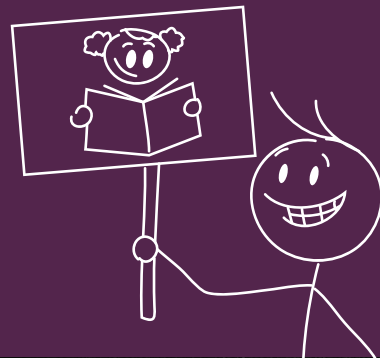


TAKE ACTION GUIDE

HOW TO **ADVOCATE FOR CHILDREN'S LITERACY**
IN THE UPCOMING FEDERAL ELECTION



*YOUR VOICE MATTERS **MORE THAN EVER***

Dear Friends,

Canada's leadership in supporting international development is something we can all take pride in!

Now, more than ever, it's crucial that we work together to amplify the importance of maintaining and strengthening our country's commitment to foreign aid. By speaking up, we align ourselves with like-minded individuals and organizations who are making Canada a force for good in the world.

The 2025 Federal Election offers a critical opportunity to remind candidates that investments in international development — especially quality education and literacy — are key to breaking the cycle of poverty and creating opportunities for millions of children around the globe.

Your voice has the power to inspire meaningful action and ensure that global issues remain a top priority for Canadian leaders.

In solidarity,

A stylized, handwritten signature in white ink.

Janice Ciavaglia, CEO, CODE

QUICK ACTIONS WITH **BIG IMPACT**

There are many ways to interact with federal election candidates that are quick but potentially high impact! It's just about finding what works best for you.

- **ASK A QUESTION AT THE DOOR**
- **ATTEND AN ALL-CANDIDATES' DEBATE**
- **WRITE A LETTER OR EMAIL**

CANADIANS KNOW THAT LITERACY IS IMPORTANT

In a study commissioned by CODE in 2024, Nanos Research found that Canadians – regardless of province, age, political affiliation or gender – say investing in education and basic literacy internationally is more likely to advance global peace and security than other investments.

	Education (e.g. basic literacy)	Emergency Response (e.g. food aid)	Health (e.g. vaccinations)	Rights of Women and Girls (e.g. promoting gender equality)	Economic (e.g. financial support for developing countries)	Environmental (e.g. combatting climate change)
Canada (n=1067)	28.2%	16.7%	15.2%	13.9%	10.6%	9.1%
Atlantic (n=96)	30.2%	8.6%	18.1%	12.4%	9.9%	11.6%
Quebec (n=250)	26.3%	17.3%	14.9%	16.9%	6.8%	12.0%
Ontario (n=360)	25.4%	17.0%	15.3%	14.1%	14.5%	8.9%
Prairies (n=211)	32.8%	19.1%	16.8%	12.7%	6.9%	4.8%
BC (n=150)	32.9%	15.8%	12.4%	10.8%	11.1%	9.0%
Men (n=570)	30.7%	16.6%	15.8%	9.6%	10.9%	9.1%
Women (n=496)	25.9%	16.8%	14.7%	18.1%	10.1%	9.1%
18-34 (n=223)	27.1%	15.6%	14.4%	9.4%	7.5%	14.0%
35-54 (n=357)	24.6%	18.4%	14.3%	17.0%	12.8%	7.5%
55 plus (n=487)	31.8%	16.1%	16.5%	14.4%	9.3%	7.2%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28th to May 1st, 2024, n=1067, accurate 3.0 percentage points plus or minus, 19 times out of 20.

	Education (e.g. basic literacy)	Emergency Response (e.g. food aid)	Health (e.g. vaccinations)	Rights of Women and Girls (e.g. promoting gender equality)	Economic (e.g. financial support for developing countries)	Environmental (e.g. combatting climate change)
Canada	28.2%	16.7%	15.2%	13.9%	10.6%	9.1%
Usually votes LPC (n=346)	23.7%	16.2%	13.5%	19.5%	11.9%	11.7%
Usually votes CPC (n=310)	32.2%	17.9%	18.5%	4.3%	13.3%	2.9%
Usually votes NDP (n=123)	33.6%	13.6%	12.3%	22.0%	5.3%	11.6%
No usual party (n=196)	29.3%	18.6%	16.0%	11.0%	7.8%	10.2%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28th to May 1st, 2024, n=1067, accurate 3.0 percentage points plus or minus, 19 times out of 20.

WHAT WE NEED FEDERAL CANDIDATES TO HEAR

Literacy Drives Long-Term Global Stability and Security

- Literacy is a critical building block for global peace, security and development. When children learn to read, they can gain the skills to understand and eventually participate in democratic processes, reducing the risk of conflict in volatile regions.
- Investing in quality education is not just about generosity – it's a proven, strategic approach to reducing inequality, preventing conflict, strengthening democracy, and creating long-term stability.

Literacy Delivers a Cost-Effective, Proven Impact

- Investing in literacy is one of the most cost-effective ways to drive long-term development. For every dollar invested in education, we see a return in healthier populations, greater economic productivity, and stronger, more resilient societies.
- Cuts to foreign aid may seem like a quick fix, but without investing in foundational education like literacy, we risk undermining global stability and prosperity in the long run. This is an area where Canada's investment has a clear, measurable impact.

Literacy as a Gateway to Economic Prosperity and Self-Sufficiency

- Investing in children's literacy is an investment in the future – creating a generation of educated, skilled individuals who can contribute to Africa's growing economies. This kind of foundational support helps communities break the cycle of poverty, boosting local economies and ensuring sustainable growth.
- By helping children learn to read and write, we're enabling them to access better job opportunities, contributing to more stable economies, reducing reliance on foreign aid in the long term.

MAKE YOUR MESSAGE PERSONAL

- **Facts are soon forgotten, but stories stick!**
Before engaging with candidates, reflect briefly on why children's literacy matters to you and be prepared to make the conversation personal while still delivering the hard hitting Ask (for that, read on). Trust us, being authentic will make your conversation much more memorable.
- **Do some sleuthing and find ways to bridge the issue with the personal and professional interests and experiences of the candidates in your riding.**
 - Have they volunteered or worked in an area related to education or literacy?
 - Have they served on a parliamentary committee or association related to foreign affairs?
 - Are they avid readers?
 - Do they have young children that are just starting out their reading journeys?

KNOW YOUR POLITICAL AUDIENCE

Tailor the Message to the Party. Without abandoning the authenticity we discussed above, try to tailor your message to party interests. For example, when speaking to members of the NDP you might invoke language about social justice and human rights, whereas with Conservative candidates you might reference literacy as a smart investment that is a critical to economic growth and productivity. Better yet, connect the issue to specific commitments and priorities in their Party Platforms:

BLOC QUÉBÉCOIS ➞

CONSERVATIVE PARTY OF CANADA ➞

GREEN PARTY OF CANADA ➞

LIBERAL PARTY OF CANADA ➞

NEW DEMOCRATIC PARTY OF CANADA ➞

HAVE YOUR CONCERNS HEARD

There are several ways that you can get engaged with the political process and ask candidates to take a position on issues that are important to you.

HERE ARE THREE WAYS – PICK THE ONE THAT FEELS THE MOST COMFORTABLE TO YOU!



1. MEET AT THE DOOR

Your local candidates and their representatives will be door knocking as soon as the election is called! This is the easiest way to engage the candidates because they literally show up at your doorstep.

BE PREPARED:

Place a couple of post-it notes on your door with key messages and “the ask” so that you’re ready to go when the door-bell rings.

2. ATTEND AN ALL-CANDIDATES’ DEBATE

These events provide a great opportunity to get direct access to multiple candidates in a very public forum. By attending a debate, you can compare the positions of different candidates in real-time and hold candidates accountable for their public commitments.

BE PREPARED:

Understand the process for asking questions. Sometimes questions need to be submitted in advance, in other cases it’s a first-come first-serve at the microphone. Draft a short preamble and question on a queue card to help keep yourself focused when your time comes.

3. WRITE AN EMAIL OR LETTER

The candidates’ campaign teams are keeping track of issues raised by constituents in the riding they are seeking election in. Your email doesn’t need to be long, only persuasive. Looking for some stats to include with the key messaging, check out: code.ngo/understanding-literacy

BE PREPARED:

Make your email clear and to the point. Begin by identifying yourself as a resident in the riding where they are seeking election. Incorporate some of the key messaging above, and don’t forget “The Ask” (see below). Feel free to reference CODE and our website www.code.ngo.

BRINGING IT ALL ACROSS THE FINISH LINE

Make “The Ask”

Every communication with a candidate whether verbal or written should end with “The Ask”. This question serves many purposes – it refocuses your conversation, it seeks a clear commitment, and it provides leverage for future engagement.

Our primary campaign ask is:

“Are YOU prepared to champion cost-effective foreign aid investments to ensure that children in low-income countries can become literate and productive global citizens?”

Variations of “The Ask” to consider for an All-Candidates’ Debate, which will benefit from a more open-ended question:

“As a Canadian, I take pride in our country’s leadership on the world stage. We have consistently delivered impact in our international development efforts that have transformed millions of lives for the better. What is your position on Canadian foreign aid, and will you commit to advancing smart, targeted investments like those in quality education and literacy for children?”

Recap the Commitment:

Take note of any commitments or support that candidates express during your interactions with them. If you have a few minutes to spare, send them a quick email thanking and recapping their response.

Report your Action to CODE

We want to track our collective actions, so don’t forget to report your action and any candidate commitments in our online tracker. [➡ CODE.NGO/ELECTION](https://code.ngo/election)

CAMPAIGN RESOURCES AND MORE WAYS TO HELP

Visit our Campaign Webpage

To learn more about how you can actively engage in the elections this spring, visit code.ngo/election.

Find Candidates in my Riding

[ELECTIONS CANADA](#) ➡

Get Social

Use our social media assets on your platform(s) of choice and help your message go further by tagging like-minded friends.

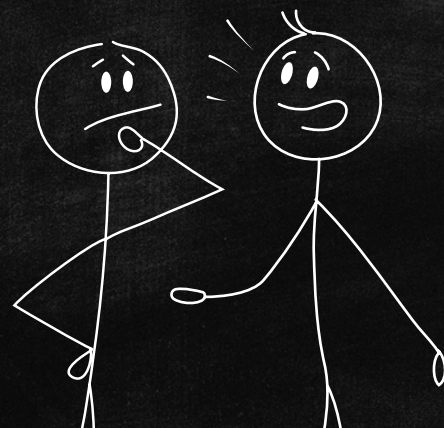


Tell a Friend

Tell a friend about how they can promote children’s literacy this election season by consulting our “How to Guide” or by visiting our website at [CODE.ngo/election](https://code.ngo/election).

Reach out to CODE ✉

If you have any questions or inquiries, please reach out to us at info@code.ngo.



Promoting every
child’s right to read