

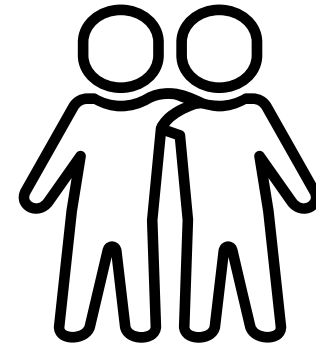
Getting on the Agenda

How Government
Can Work For You

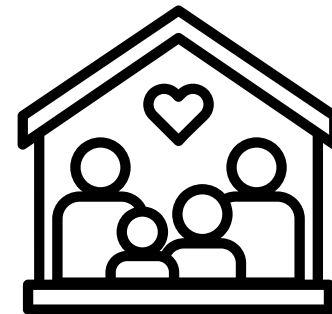


I'm Andy

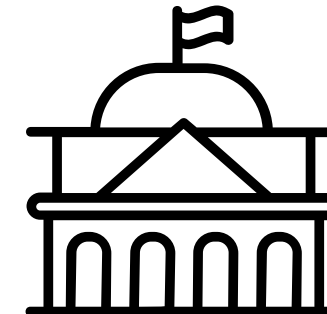
Friends



Family



Work



Hobbies



Advocacy

People have different interests, morals, and passions that drive them to take action and make a difference in the world.

Lobbying allows people to advocate for causes they care about.

Among many others, you can join advocacy groups for...



Healthcare



Sustainability



Education



Lobbying: Influencing government officials to support a particular cause or position.



You could lobby for...

**Affordable
Housing**



or for...

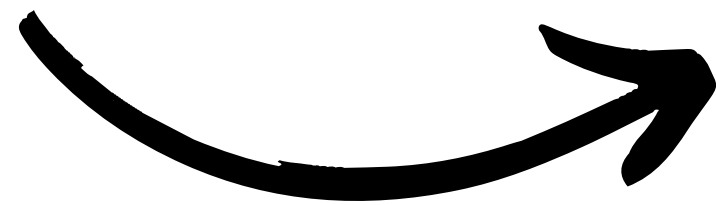
**Environmental
Sustainability**



**The most *effective*
lobbyist I know is...**



She knows how to use her
influence *(her cuteness)*
to reach her objectives
(ice cream)



Persistence

The Effective Citizen – Graham Steele

1



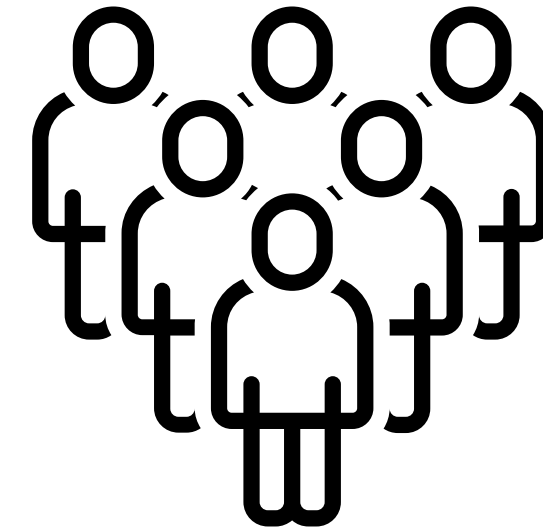
The steady **tap-tap-tap** of interactions between citizens and politicians

2



On social media and **all platforms**

3



Not just one person, but **many**

Orders of Government

Federal

Members of Parliament (MP)

Provincial

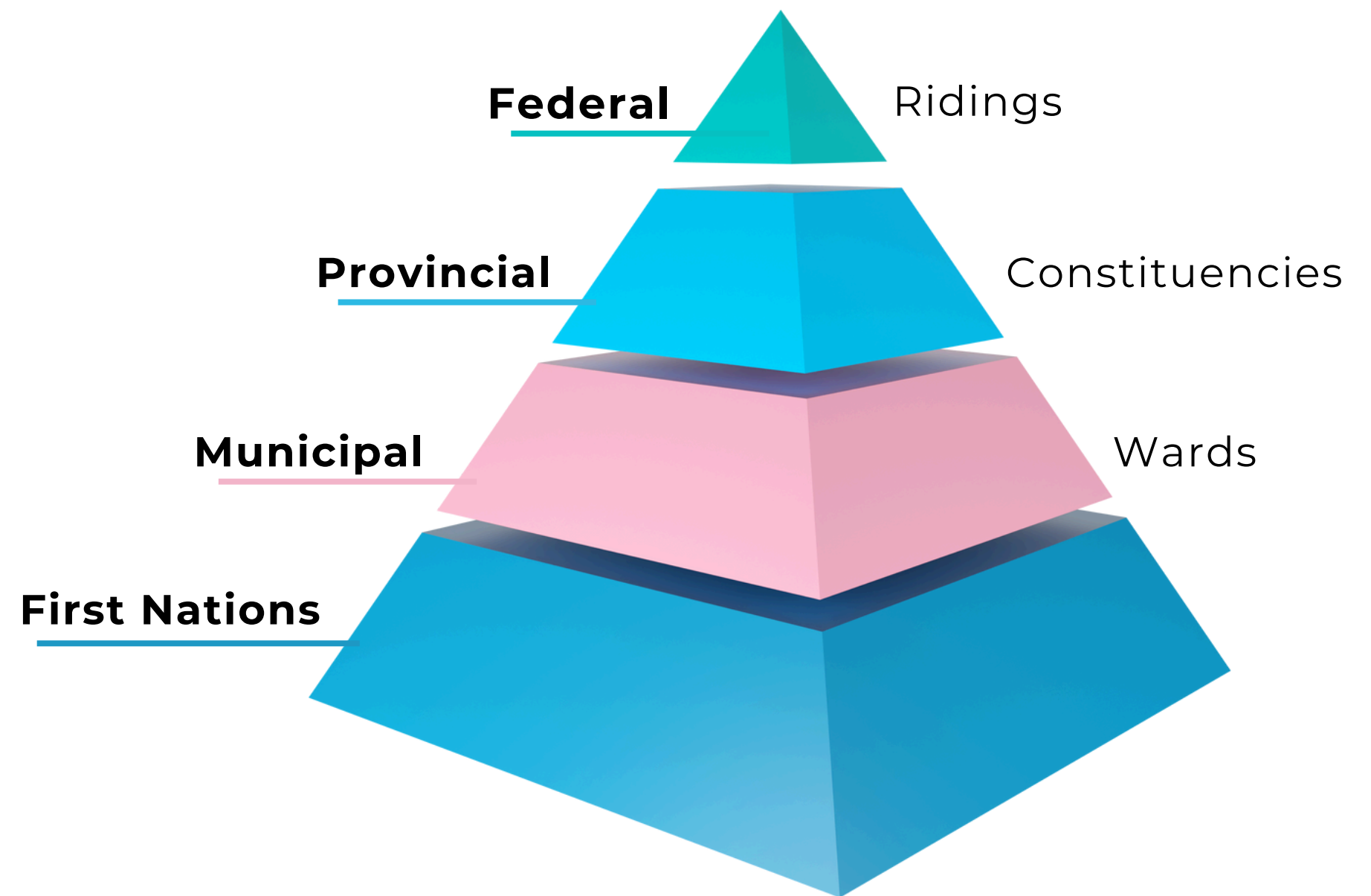
Members of the Legislative
Assembly (MLA)

Municipal

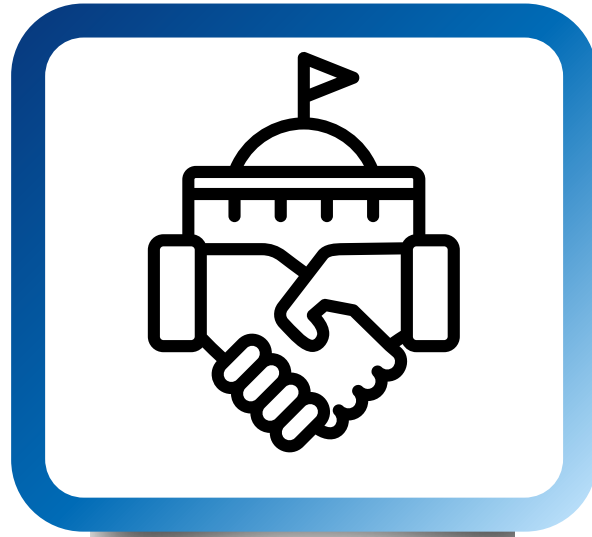
Mayors, Reeves, and Councillors

First Nations

Chief and Council, AFN, AMC, MKO



The Power of Elections



Government



4-year terms

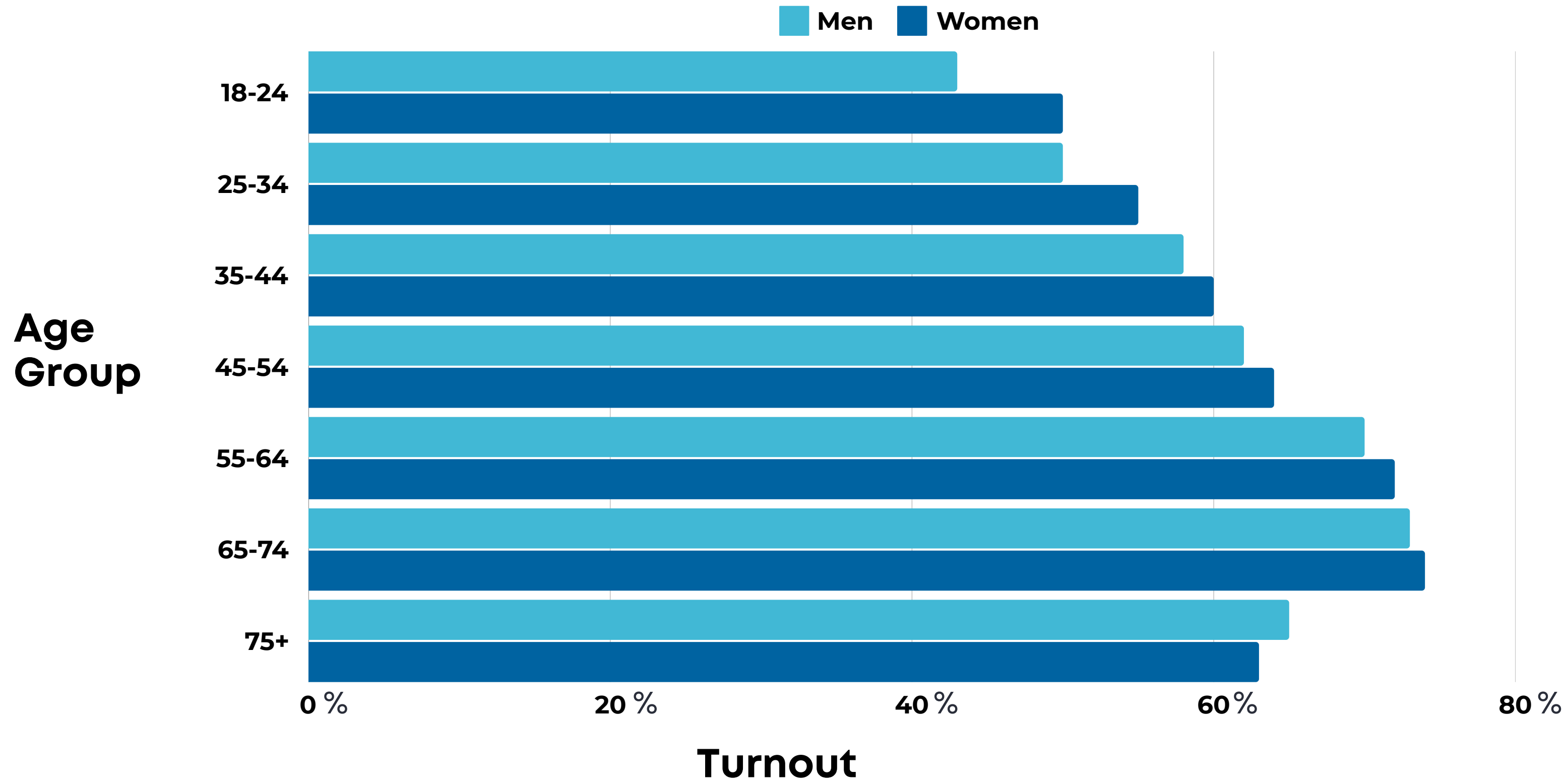



Political Parties

Votes, Votes, Votes!

Voter Turnout by Age Group and Gender


2021 Federal Election





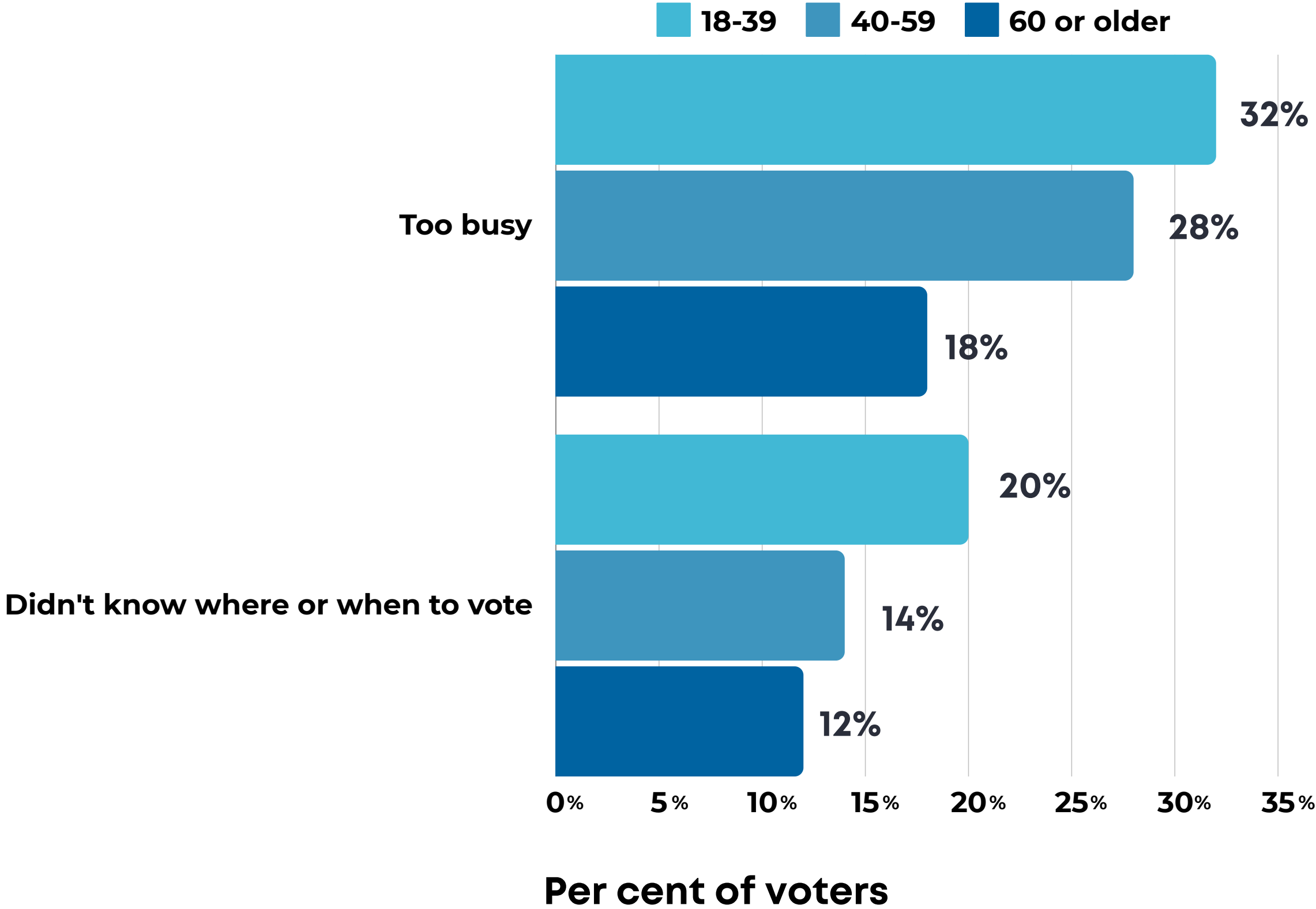
VOTES can change
election outcomes, affecting
the **future**.

Elections in Manitoba

- Suburban Winnipeg
 - Female Swing Voters
 - Healthcare
 - Education
- 

Age & Reason for Not Voting

2023 Provincial Election





**Her Honour, Anita Neville,
Lieutenant Governor of
Manitoba since 2022.**

Legislative Assembly

1. The Lieutenant Governor
2. The Legislative Assembly –
Elected MLAs
3. The Speaker of the
Legislative Assembly
4. Officers of the Legislative
Assembly



**Manitoba Premier,
Wab Kinew**

Government 101: **Executive Branch**

- 1.The Premier
- 2.Cabinet Ministers
- 3.Senior Political Staff

Government 101: Pressure Points



Strategic Direction



Legislation



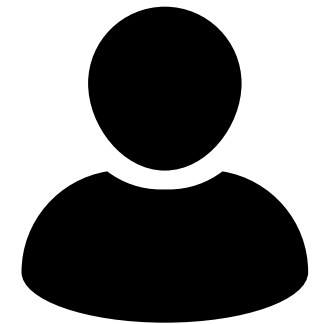
Policies

Lobbying for **CHANGE**

**What are you
trying to achieve?**



**Who is the
decision-maker?**



What is your story?



Telling Your Story



**Connect,
Contrast,
Solve**



**Consistent,
On Message**



Tone





These women successfully lobbied in 2021 to add more cancers to the list of occupational illnesses impacting female firefighters.

Your Voice **MATTERS**

Check out this resource for more info:
www.cfsmb.ca/get-involved/lobbying



“There is no power for change greater than a community discovering what it cares about.”

– Margaret J. Wheatley

Sources

https://www.elections.ca/res/rec/eval/pes2021/evt/evt_e.pdf

<https://www.elections.ca/res/rep/off/ovr2021app/home.html>

<https://www150.statcan.gc.ca/n1/daily-quotidien/220216/dq220216d-eng.htm>

https://www.electionsmanitoba.ca/downloads/rptVoter_NonVoter_2023_En.pdf

<https://www.nelliemcclungfoundation.com/womens-firsts-mb>

<https://www.cbc.ca/news/canada/manitoba/firefighters-manitoba-expand-cancers-presumed-occupational-illnesses-1.6264931>

<https://www.cfsmb.ca/get-involved/lobbying>