DRAFT #4

CANADIAN DEMOCRACY COALITION

Democracy Is Our Shared Future.

Shared Narrative Working Group

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Let's Make Democracy Cool!

Shared Narrative Working Group

™ Sarah Yaffe

Agenda for today

1. What will be the focus of this working group
2. Main themes from our first meeting
3. How can you contribute?
4. Workplan and budget framework

What will be the focus of this working group

STEP 1

Develop the public narrative

One shared story about democracy and why it matters, built together

STEP 2

Run a public campaign

Once the narrative is ready, we take it to Canadians through channels such as:

- **Social media**
- **Convenings**
- **Conferences**
- **TV ads**
- **Traditional media**
- **Town halls**

GOAL

Reach Canadians

Across the country, all year, not just at election time

Main themes from our first meeting

1

Public narrative first

Democracy before the sector

The group will develop a public narrative about democracy. The sector story will follow: who we are and our shared North Star.

2

Political, not partisan

Avoid progressive-coded language

Test every frame across the spectrum. Anchors raised: sovereignty, fairness, democracy as who we are, everyday democracy.

3

Songbook, not script

One core idea, many voices

Each organization adapts the narrative for its audiences. Any campaign needs a call to action beyond consumer choices.

How can you contribute?

What will we be working on?

1. What is the public narrative that will make Democracy cool for Canadians?
2. How do we get the message out to Canadians?
3. How do we create a compelling public campaign that activates the country?

What could your organization bring?

- **Stories**
- **Audience research**
- **Communications expertise**
- **Spokespeople**
- **Channels and reach**
- **Creative capacity**
- **Media relationships**
- **Convening power**

Workplan and budget framework

FIVE PILLARS OF WORK

1 **Research and testing**

2 **Narrative development**

3 **Campaign development**

4 **Public engagement**

5 **Narrative amplification**

BUDGET · PILLARS 1–2

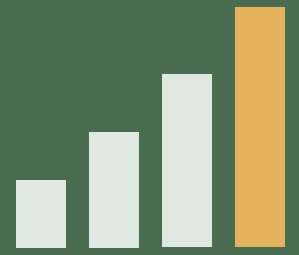
A set cost

Research and narrative development have a set, defined budget

Estimated $ - $250K
Timeline estimation - 8-10 months

BUDGET · THE PUBLIC CAMPAIGN

Where we scale impact



Larger investment in the public campaign scales its effects: the more we invest, the more Canadians we reach

Estimated $ - $1M **public reach will be a function of the investment of $
Timeline estimation - 18 months

Next steps

1. Identify the core group and confirm an owner for each pillar of work
2. Core group develops the final work plan and budget, for sign-off by mid December
3. Research and listening begin in January