



AMS Federal Election Campaign:

UBC Votes 2019

Our Mission

Achieve meaningful engagement with over 2000 students over the course of our campaign until Election Day on October 21st, through a number of spheres, including:

- Accessible information
- Events and outreach
- Power of our students

Our Goals

1. Provide relevant information and opportunities for engagement on issues that students care about, in an easily accessible way.
1. Inform our issues-based advocacy by learning from student feedback and interaction on what issues they feel most strongly about.
1. Utilize the successful engagement of our coordinated local campaigns to support future federal advocacy and campaigning with UCRU.

Our Message:

Non-partisan, issues-based, encouraging

1. Students ARE voting, we have power.
1. On the issues students care about.
1. It's easy

Marketing Strategies:

Utilizing posters, screens on campus, and social media

- **Students are voting:** Rollout this Friday! Posts and posters will include statistics on the size of the youth electorate this year, as well as how many youth voted in 2015, to highlight how much power students have in using their vote to affect the outcome of the election.
- **On Student Issues:** Our main informative advertising will summarize the positions of the main four federal parties on 5 issues important to students (education, Indigenous rights and reconciliation, climate action, healthcare, housing). They will include points from each party's platform and one action that can be taken to get involved.

Marketing Strategies:

Utilizing posters, screens on campus, and social media

- **Giveaways for Social Media:** similar to our competitions surrounding Block Party and other events, we will have prizes up for grabs for those who post our campaign materials
- **Interviews:** we will be emailing student leaders from all walks of campus life to interview them about what issues they are passionate about and the importance of voting. We will be posting their interviews, asking them to post, and assembling a video!

Outreach:

Collaborating with students/on-campus groups that are also doing this great work

- **Classroom Announcements:** With a physical presence in classrooms during the election period, we will be able to describe to students a summary of our campaign and instructions on where to learn more. We will have a script prepared for volunteers to canvas, as well as slides for profs to include in lectures.
 - Training sessions, bringing student leaders together
- **Boothing:** We will be boothing in the Nest with information, our election materials, and to help with voter registration twice a week for the five weeks leading up to election day.

Website

- **Find out how you can vote, what's going on with federal student issues, and how to get involved at ams.ubc.ca/ubcvotes2019.** This includes more information about polling station locations, articles where you can learn more about the issues parties are talking about, helpful newsletters to subscribe to to stay up to date with the election, and a calendar including the dates of election-related events on campus.

Events

- **Debate for Vancouver Quadra:** We are coordinating with the candidates and have booked the Lev Bukhman Lounge for October 3rd from 4-6pm. Co-hosted and moderated by our friends at the Debate Society. Student questions will be sourced!
- **Party Salon Week:** We will be opening up the west foyer of the atrium for federal parties to set up on a specific day and campaign by sending their local candidates. This is a great way to engage parties with an even amount of campaign time for each one on a different day.
- **Pints and Politics:** Federal Leadership debate viewing parties in the Gallery, with drink specials and a projector set up. Potential to expand for Election Night.

Events

- **Election Day and Advance Polling:** There will be special advanced polling from October 5th to 9th in the Nest, where students can vote for whatever riding they are registered in across the country. Even if your riding is in Toronto or Yellowknife, you can vote in the Nest for your constituency these days.

Further collaborations

1. Signing on to the UBC climate strike letter by Our Time/UBCC350/Climate Hub - more info to come!
2. UBC collaboration on events
3. UBC sharing our materials, supporting voting

Government-facing advocacy

National Student Letter

- Call to Action signed by 47 institutions representing over 900,000 students
- Post Secondary Affordability
- Work Integrated Learning Opportunities
- Support for Indigenous Students
- Recently cited in the Globe and Mail!!! (by Ubyyssey alum Sam McCabe)

Meeting with candidates

Signing on to BCFS' Knocking Out Interest On Student Loans campaign

Next Steps

- **Volunteer: Classroom announcements, boothing, student leadership video**
 - <https://bit.ly/2kHYYNp>
- **Spread the word - come out to/share our events, posts, help out with boothing and visit our booth!**
- **Register to vote @ elections.ca - it takes two minutes.**



ams

— EST. 1915 —

Questions?