

## Pledges

People tend to vote more often if they see themselves as “voters”.

Sometimes people get discouraged, and stop seeing themselves as someone who has a role in shaping their City. If those folks are to be more engaged, they need to see themselves as someone who is entitled to a voice, and affirm their right to a vote.

One thing that has had a consistently high impact on that is voting pledges.

Just by signing a form that says “I am going to vote in this election” voter turnout goes up significantly. It goes up a whole lot more if they are reminded of that pledge near voting day, so it’s best to get contact information as part of the pledge. That way you, or our central team, can follow up. You can download a pledge form or order a set of printed pledge forms from [www.engagedemocracy.ca/toronto-mayoral-election-2023](http://www.engagedemocracy.ca/toronto-mayoral-election-2023). They can also sign the pledge online at [www.surveymonkey.com/r/TOVotePledge23](http://www.surveymonkey.com/r/TOVotePledge23).

Pledges tend to work best with other reminders too. Use a sticker as a bonus for making a pledge – get stickers at [www.engagedemocracy.ca/toronto-mayoral-election-2023](http://www.engagedemocracy.ca/toronto-mayoral-election-2023)

## Surveys

Share a simple survey with people in your community. Let them answer one at a time, or use the survey as a group discussion tool in your drop-in or program time.

People can fill this out on paper or online at <https://www.surveymonkey.com/r/TOVote23>

### Toronto Mayor By-election Survey

What’s the most important issue in this election?

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Do you think City Hall was doing a good job dealing with that issue before now?

- Yes    No    Don’t Know    Prefer not to answer

What do you think the new Mayor should do about this issue?

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If the candidates were here right now, what would you ask them?

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Did you vote in the last city hall election in October last year?

- Yes    No    Don’t Know    Prefer not to answer

Do you plan to vote in this election, in June?

- Yes    No    Don’t Know    Prefer not to answer

Take a photo of the completed survey and send the image to [info@ontarioforall.ca](mailto:info@ontarioforall.ca)



# Host a “Vote Pop-up”

Practice makes progress.

One of the easiest and most fun ways to get people thinking about voting is to give them a chance to try it out.

“Vote pop-ups” are a tried and true tool to demystify the voting process, connect people’s concerns and hopes to the election and build a culture of engagement.

## HOW IT WORKS

We’ll provide the tools you need to host a mock election at your venue. People can vote for issues or ideas rather than candidates, so you can gauge interest in particular topics and concerns, while still staying nonpartisan.

The Democratic Engagement Exchange at Toronto Metropolitan University will send toolkits and offer training for staff and volunteers interested in hosting a Vote PopUp. The toolkit includes everything needed to create a simulated polling place, including ballot boxes, voting screens, sample ballots, and a guide describing best practices.

Training includes online videos that you can review whenever you need.

## THE IMPACT

To date, the toolkit and training have been used with Federal and Provincial election in Ontario and BC and has been downloaded by over 500 people in over 100 communities across Canada. Over 300 community groups have held a Vote PopUp.

To get your kits and access training materials just go to [www.engagedemocracy.ca/toronto-mayoral-election-2023](http://www.engagedemocracy.ca/toronto-mayoral-election-2023)



for more information, or any help you need, email [info@ontarioforall.ca](mailto:info@ontarioforall.ca)