

## Advocacy 101

### A cheat sheet for shared municipal advocacy during the 2025 Federal Election

This resource serves as an Advocacy 101 to support your efforts during the federal election.

FCM's strength comes from its members. We are stronger together and have a unique opportunity to leverage the federal election to advance the wellbeing of our local communities. This resource serves as an Advocacy 101 to support your local efforts. It is intended to help our members speak in a unified voice to advance our shared priorities over the course of the election.

We are calling for the creation of a true National Prosperity Partnership in which all orders of government work together for the benefit of Canadians. We want to communicate to federal parties that investing in local strength will lead to a stronger, more resilient Canada. Key to this discussion is advancing municipal fiscal reform, so our communities can invest in what matters most to Canadians – economic resilience, infrastructure, housing, public safety, and more.

This election is a critical moment to have key conversations about the future of our nation, and the need for the federal government to truly partner with our communities to address Canadians' priorities and contribute to national prosperity.

#### *Best Practices for Engaging with Candidates: Guidance for Municipal Leaders*

1. **Let's speak in one unified voice:** We are stronger together. Leverage FCM's key messaging and resources to ensure candidates are receiving a unified message from municipal leaders from coast to coast to coast, across rural, northern and urban Canada.
2. **Get Local:** Connect FCM's advocacy priorities with real on the ground stories in your local community. Ultimately these are issues affecting you and your community, so it is best to speak from that position.
3. **Leverage Your Credibility:** Given your role as a community leader, you are more likely to get quoted in local media, and community members will expect you to keep them informed about key issues. Post on social media, engage with your candidates, publish an op-ed or host a town hall. We want the public and all candidates to know that investing in local strength will contribute to national prosperity.

Engagement Tip: In addition to asking for a meeting through formal outreach, scan through the social media pages of candidates and their parties, as well as local news channels, as you may hear about events, debates and rallies hosted for your candidates. These are opportunities for you to meet your candidate, introduce yourself, and inquire about scheduling a meeting. At the least, these moments can also make your candidate aware of the issues affecting their community, so take advantage of asking a question at the debate, talking to them before or after events, and engaging with their teams at rallies.

## Advocacy Checklist: Engaging Your Candidates

### *Finding your candidates*

You can identify the candidates for your municipality by searching your local ridings on the [Elections Canada](#) website. Here, you will find a list of confirmed candidates.

We encourage you to engage with all candidates to ensure that municipal leaders remain non-partisan, which is important for maintaining public trust and ensuring that local government is seen as fair and unbiased. Communicating with every candidate can also raise awareness about our collective issues and influence the policy priorities of whoever is elected, regardless of their party affiliation.

Websites, candidates and electoral district associations (EDAs) of Canada's main political parties:

- Liberal Party [website](#), [candidates](#) and [EDAs](#)
- Conservative Party [website](#), [candidates](#) and [EDAs](#)
- NDP Party [website](#), [candidates](#)
- Bloc Québécois [website](#), [candidates](#)
- Green Party [website](#), [candidates](#) and [EDAs](#)

### *Meeting with your candidates*

While requiring the most resources and effort to schedule, prepare for, and follow up on, meetings are the most effective way for advocates to build strong relationships with potential candidates.

Requesting a meeting with a candidate can be done by sending a formal letter via email. A sample letter template can be found at [strongertogether.fcm.ca/action](https://strongertogether.fcm.ca/action). We encourage you to clearly communicate FCM's key messages but also customize your outreach to include local information on your community.

### *Sharing on social media*

Social media outreach is an increasingly effective strategy for local advocacy and getting the attention of candidates and the public. Most candidates have a presence across multiple social media platforms and tend to be more active during an election campaign. Links to the candidates' social media platforms can be found on their profiles on their party websites.

## Other Local Advocacy Tactics

- Raise awareness in your local paper by writing an op-ed/letter to the editor
- Organize an event and offer candidates the opportunity to meet community members
- Attend a local debate, and ask a question