

# LeadNow A l'Action

**an introduction**





**LeadNow**  
**À l'Action**  
building a more progressive Canada

**an independent, member-driven organization bringing Canadians into the political process**

Social movements drive historic progress. From the abolition of slavery to the transformation of gender roles, social movements have been the lifeblood of democracy. Now, the revolution in online organizing is opening up new possibilities for citizens to work together to improve their communities and nations. This new, proven method of progressive political organizing, launched by MoveOn.org in the United States, honed by GetUp.org in Australia, and taken global by Avaaz.org, is at last coming to Canada.

## **our opportunity**

Over 62% of Canadian voters support progressive political parties, yet a fragmented electorate and a broken political system brought a right-wing party to power. Canadians are frustrated by a barely functional minority government and tarnished international reputation, yet Canada's progressive movements are at a standstill. While a variety of progressive players - trade unions, community groups, reformist politicians and single-issue advocacy organizations - are working hard, these individuals & organizations are too narrow and compartmentalized to mobilize, channel, and sustain the social movement necessary to break Canada's political deadlock and achieve lasting positive change.

Canada needs a political organization that can bring progressive Canadians together, outside the limits of traditional party politics. Canada needs LeadNow.

## **our strategy**

Harnessing the power of the internet and the flexibility of a broad mandate for progressive change, LeadNow will translate high-passion, high-visibility events into agile, hard-hitting campaigns to build a broad member base. During these crucial moments, we will provide citizens with channels for easy, coordinated, effective action - for example e.g., signing and delivering mass petitions, calling their MPs, writing letters to the editor, funding national advertising campaigns, and more - empowering citizens while building a movement. LeadNow will run multiple numerous campaigns each year, monitoring public opinion and riding waves of media attention, to re-engage Canadians and build a movement large enough to garner real political influence.

Once a substantial online membership has been built, LeadNow will develop deep, personal relationships with our members through community-based organizing and member-based policy development that will allow our members to collectively decide what the policies for which they will advocate for together. Finally, LeadNow members will offer tangible support to parties that adopt their policies, and use tools like strategic voting to swing elections to reflect Canada's progressive majority.

**LeadNow**

## who we are

LeadNow is an independent, member-driven organization that brings everyday Canadians back into the political process to build a more progressive Canada. We are a service, providing busy, ordinary citizens with the information, resources and tools they need to find, strengthen and use their political voice to create positive change. Our members will act together to deepen our democracy, strengthen our communities, preserve our planet, advance social justice and extend economic opportunity.

## our objectives

- Build a broad member base of 1% of Canada's population (approximately 300 000 members) by the end of our third year, and 1.5% (approximately 500 000 members) by our fifth year
- Help people Empower citizens themselves to take coordinated action on issue-based campaigns, targeting public officials, business, or public behavior as appropriate
- Encourage politicians to adopt more progressive policy positions and to elect more progressive politicians
- Collaborate with Canadian civil society organizations to amplify their voice, support our member growth, and leverage their issue-specific expertise
- Become fully member-funded in our core operations by the end of our third year

## what can I do?

Over the coming months, LeadNow will be recruiting passionate Canadians who want to shape Canada's future.

### Be an Ambassador

LeadNow Ambassadors agree to support the organization by leveraging their knowledge and networks.

### Be an Advisor

LeadNow Advisors are political, technological, advocacy, or issue-based experts that agree to provide counsel to the LeadNow team to help inform organizational strategy, operational execution and policy positions.

### Fund us

Building a successful, broad-based movement requires seed capital. Experience tells us that LeadNow will be able to self-sustain its core operations during Year 3 - to get there, we're engaging Canadians with vision and the means to help.

### Connect us

Know anyone that may fit one of the above three roles? Or someone that would simply be interested in learning more? Pass on their contact information and we'll be in touch!

### Contact us

Contact Adam at [adam@leadnow.ca](mailto:adam@leadnow.ca) or (647) 213-6591 to learn more!

# LeadNow