



Dear CFUW Colleagues,

In 2015, CFUW Southport developed a communications campaign to support our national resolution turned policy to engage voters, especially in the upcoming federal election.

“Grandma asked me to just vote!” is a campaign that is built on the power of intergenerational relationships to encourage voting behaviour with younger voters.

It draws on the history of women and voting, often using the images of Suffragettes to get the message across.

This year, as CFUW’s 100th anniversary coincides with another federal election, Southport is offering our tools and strategies to our colleagues for their own communities.

The tools are mostly digital and are included as links in the powerpoint attached. Some of you may wish to demonstrate personally, and we suggest that wearing long skirts and hats, carrying “Just Vote!” signs, wearing banners saying “Just vote!” and getting out to local events can be a rewarding experience but is not necessary. The messaging and the face-to-face discussions with your families is more important.

While we did not complete a formal evaluation of the campaign in 2015, anecdotally we heard from numerous people that they were encouraged to vote because of the campaign. At one polling station in the community, where one of our members was working, 87 new voters were registered, many young people.

We also heard this - “I’ve never voted before. My husband always voted for us. But after you seeing you people around town and hearing you talk about the importance of voting, I decided it was time for me to vote for myself.” This woman was in her mid-50’s.

Probably the greatest impact was through media as the concept and the visuals are great fodder for local community newspapers and other media.

We hope you are able to use the campaign tools in whatever ways work for you. We will be sending a brief survey, post election, to see what worked.

Thank you and happy voting - Southport’s Executive Team