

Fair Vote Canada

Three-Year Strategic Plan

Goal

Make the 2015 Federal election about seeking a mandate for electoral reform and on the necessary groundwork to ensure that those commitments are honoured.

Strategic Priorities

- I. Increase revenue to hire and support additional staff within 12-24 months plus have the necessary resources for a national campaign, in order to run the biggest, most effective campaign in Fair Vote Canada's history.
- II. Lobby federal politicians for specific commitments to increase the profile of electoral reform within their party and with the public, and that moving to a proportional system after the 2015 election has a prominent position in their election platform.
- III. Work with strategic partners to activate citizens across the country to:
 - A. Increase the level of awareness of, and support for, proportional representation.
 - B. Increase pressure on federal politicians and candidates coming from a wide range of sources.

Hierarchy of Target Audiences and Use of Resources

The decision to adopt PR will be made by Parliament or more specifically by one or more party leaders. All strategic activity must focus on reaching and successfully pressuring party leaders and other leaders in all parties.

To accomplish this in just two to three years, FVC needs to be very disciplined by:

1. working strategically with and through other actors and organizations, and
2. focusing resources on large-scale, big pay-off opportunities.

While keeping nimble, ready to assess new opportunities, every FVC activity that requires core resources (money and ED or council members' time) should be assessed on whether it is the most effective way to reach, pressure and persuade parties to embrace PR.