

WORTH MORE!

DAY OF ACTION
THURSDAY NOVEMBER 30TH

Planning Tools

Day of Action Sample Agendas:

Click [HERE](#) to see a few ideas about what the day of action could look like in YOUR community.



Planning Timeline and Checklist

Click [HERE](#) for a handy checklist to help you plan your day of action



Poster Template

No time to design a poster? Customize this template [HERE](#) with your event details and your own photo(s).



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SAMPLE LETTERS

Letters let your community know what is happening on the Day of Action. Click on the links and then copy and paste our letter templates. Feel free to personalize them!



- [Letter to operators EN](#) / [Letter to operators FR](#) - You can invite other child care operators to do a joint event or plan their own with this letter.
- [Letter to staff EN](#) / [Letter to staff FR](#) - Here is a sample letter to get your staff involved.
- [Letter to Board members EN](#) / [Letter to Board members FR](#) - You can use this letter to invite Board members to participate.
- [Letter to families EN](#) / [Letter to families FR](#) - Here is a sample letter to ask your families to join your day of action.



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Media Tools

Media Advisory Template

Click [HERE](#) for a template to use to let media know about your plans for the Day of Action



Key Messages

Click [HERE](#) for a guide to the key messages of the Worth More campaign



Social Media Sharables

Find images to share and templates to create your own social media posts [HERE](#)



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TALKING POINTS

Advocacy Conversations 101

Click [HERE](#) for some tips for talking to families and conversation starters.



Key Messages

Click [HERE](#) for a guide to the key messages of the Worth More campaign



Call your MP/MPP script

Not sure what to say when calling your representative? Click [HERE](#) for a script will get you started.



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POSTERS & PRINTABLES

Posters to print and share to make the Day of Action and your message clear to your community.



- [Nov 30 Day of Action Poster in PDF](#)
- [Day of Action Messages Flyer](#)
- [Message Posters: A selection of four window posters for families](#) ("I'm still waiting for child care", "We can't put children first if we put educators last", "There is no child care without child care workers", "Children belong in child care, not on waitlists")
- ["We Love Our ECEs" Window sign template](#) - Please print and ask staff and families to decorate and display them in windows, workplaces, cars, or on social media. Ask them to share pictures of the artwork with you (and tag us so we can share too!)



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POSTERS & PRINTABLES

- **Poster - Half of ECEs in Ontario make less than \$20/hour.** - We recognize some make less and some make more. What a great opportunity to begin the conversation of why that is and how we can change it.
- **Poster - 2 out of 3 ECEs work more than one job to make ends meet.**- Our communities might not know that many child care workers and ECEs need more than one job to live. How can we expect them to provide high quality care and learning experiences if they are experiencing food insecurity or housing issues? Let's get the word out!
- **Poster for families to fill in** - "My family saved \$_____ last year. It's time to take care of the people who care for my child."
- **Colouring pages** - To share and display - don't forget to take pictures and share them with us too!

