

The image features a white background with several large, overlapping geometric shapes in orange and teal. The shapes are positioned in the corners and along the edges, creating a modern, abstract design. The text is centered in the middle of the image.

**STOP THE SPRAWL!**

**TAKE ACTION TOOLKIT**

## **QUICK ACTIONS**

Add your name, sign a petition, call your local representatives.

## **MAKE IT PERSONAL**

Participate in committee, write an impactful letter, meet with your local representative.

# **THIS TOOLKIT INCLUDES:**

## **GOING BIG**

How to plan a community event or rally, organize a lobby day, and work with the media.

## **HELPFUL LINKS**

Interested in learning more about community organizing?



01

QUICK ACTIONS



**ADD YOUR  
NAME**

**SEND IN A  
PETITION**

**MAKE A  
CALL**

Add your name in  
support of our motion  
call to stop harmful  
sprawl:

[https://www.jessicabell  
mpp.ca/motion29](https://www.jessicabellmpp.ca/motion29)

Sign, share and send us  
a petition to protect the  
Greenbelt and Repeal  
Bill 23.

Printable version on  
next slide.

Call Premier Doug Ford,  
Minister of Municipal  
Affairs and Housing  
Steve Clark and your  
local MPP.

# Protect the Greenbelt and repeal Bill 23

TO THE LEGISLATIVE ASSEMBLY OF ONTARIO:

Whereas Bill 23 will remove protected land from the Greenbelt, allowing wealthy developers to profit by bulldozing over 7,000 acres of farmland;  
Whereas greenspaces and farmland are what we rely on to grow our food, support natural habitats, prevent flooding, and mitigate future climate disasters;  
Whereas Ontario loses 319.6 acres of farmland daily to development;  
Whereas the Government’s Housing Affordability Task Force found there are plenty of places to build homes without destroying the Greenbelt, showcasing that Bill 23 was never about housing but about making the rich richer;  
Whereas power of conservation authorities will be taken away, weakening environmental protections, and preventing future development;

We the undersigned petition the Legislative Assembly of Ontario to: immediately repeal Bill 23, stop all plans to further remove protected land from the Greenbelt and protect existing farmland in the province.

JESSICA  
BELL

MPP University–Rosedale

When complete mail to:

719 Bloor St. W  
Unit 103  
Toronto, ON  
M6G 1L5



Signature	Name (please print)	Address	Email	Phone Number

# WHO DO I CALL?

??

01

## DOUG FORD

Premier

Constituency: 416-745-2859

Premier's Office: 416-325-1941 or TTY 1-800-387-5559

02

## STEVE CLARK

Minister of Municipal Affairs and Housing

Constituency: 613-342-9522

Ministry: 416-585-7000

03

## YOUR MPP

Find yours here:

<https://www.ola.org/en/members>



# HERE'S A SCRIPT:



Hello, My name is [Your Name], and I am a concerned citizen from [Your City/Town/riding].

I'm calling to urge you to support MPP Jessica Bell's Motion 29.

Ontario needs to build 1.5 million homes to address the housing needs of current and future Ontarians. Building more homes in existing neighborhoods is more sustainable than urban sprawl. It protects farmland, promotes sustainable transportation, and allows for more efficient provision of services.

I believe Ontario should work with municipalities to increase density in areas already zoned for development, instead of expanding municipal boundaries. By supporting Motion 29, we can build more affordable homes where people want to live while protecting farmland.

Do the right thing for the people of Ontario. Support Motion 29.

Goodbye.



02

**MAKE IT  
PERSONAL**





# PARTICIPATE IN COMMITTEE

Consider speaking at a committee hearing or submitting written comments on legislation that matters to you.

Learn more here: [www.ola.org/en/get-involved/participate-committees](http://www.ola.org/en/get-involved/participate-committees)

## WRITE AN EFFECTIVE LETTER

MPPs receive 100s of emails and letters a day. You can make yours stand out by:

- Keeping your email or letter short and to the point.
- Get to your ask fast and make it clear.
- Request a response.
- Address your email or letter to one person. CC your MPP if writing to the Premier or a Minister.
- Personalize your email or letter by adding your own voice and experiences.
- Be respectful.

Sample on next slide.

## MEET YOUR MPP

This is especially effective if you have a Conservative MPP. Find yours here: [www.ola.org/en/members](http://www.ola.org/en/members)

Dear [Politician's Last Name],

# SAMPLE LETTER TO YOUR MPP

I hope this letter finds you well. I am writing to express my concerns regarding [**the specific issue or topic you wish to address**]. As your constituent and an engaged member of our community, am asking you to [**proposed action or solution**].

Start by providing a brief introduction that establishes your connection to the issue. [**For example, if you're a renter, mention briefly how sprawl won't help you find a home in your neighbourhood.**] Next, clearly articulate the issue you wish to address and explain why it is significant or relevant to the community or constituency. [**Use 1 or 2 facts, and/or a personal experience to support your position**].

In light of the above, I kindly request that you [**state the specific action or change you are advocating for**]. It is my belief that by [**proposed action or change**], we can [**potential benefits or positive impact**].

I am asking you to consider the perspectives and concerns of your constituents who may be affected by this issue. Our voices matter.

Thank you for your time and attention to this matter. I would appreciate a reply.

Sincerely,

[Your Name]

Remember to personalize the letter by adding your own voice and experiences. Sign the letter with your full name, and consider including your contact information to facilitate further communication.



03

GOING BIG

# PLAN AN ACTION

Actions are a good way to raise awareness and demonstrate support for an issue. They can also help people feel they are part of a bigger movement and inspire them to also take action. The goal of protesting isn't just to yell and hold up signs, it's to inspire change and influence your community.

- Rally
  - [Activists Handbook](#)
  - [Organizer's Guide to Protests and Political Change](#)
- Roundtables and Town Halls
  - [Organizing a Community Roundtable](#)
- Peaceful protests
  - [Organizing a Protest, Walkout or Boycott](#)
- Plan a lobby day
  - See next slide!



# LOBBY DAYS

Planning a lobby day at Queen's Park in Ontario involves organizing your efforts, scheduling meetings with politicians, and preparing your advocacy materials. Here are some steps to help you plan a successful lobby day:

1. Determine the specific goals and objectives of your lobby day.
2. Build a coalition: Reach out to like-minded organizations, activists, and individuals.
3. Identify the politicians, government officials, or committees that have influence over the issues you wish to address.
4. Schedule meetings.
5. Prepare your materials. Develop concise and persuasive materials.
6. Prepare key messages and talking points.
7. Engage with the press media.
8. Consider hosting a reception at Queen's Park.
9. Follow up: After your lobby day, send thank-you notes or emails to the politicians and their staff who met with you. Remind them of any commitments they made or any follow-up actions they promised. Maintain ongoing communication with the politicians and continue to advocate for your cause.



## **MEDIA ADVISORY**

How to write a media advisory and media advisory template.  
[Link.](#)

## **PRESS RELEASE**

How to write a press release and press release template.  
[Link.](#)

# **MEDIA PREP**

## **CONTACT MEDIA**

How to contact journalists and build your media list.  
[Link.](#)

## **SPREAD THE WORD**

How to get people to RSVP and attend your event.  
[Link.](#)



04

HELPFUL LINKS

## SOCIAL MEDIA

How to use social media to help  
spread the word about your  
campaign.  
[Link.](#)

## STAYING SAFE

Take care and prevent activist  
burnout.  
[Link.](#)

# LOOKING FOR MORE TIPS & RESOURCES?

## BE INCLUSIVE

[Antiracism tools](#)  
[Accessibility tools.](#)  
[Allyship.](#)

## CONTACT US

jbell-co@ndp.on.ca  
jessicabellmpp.ca  
416-535-7206



# THANK YOU

