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**Page 3**

Our sole purpose is to ensure the defeat of the Wynne Liberals in the June 2018 election.

We will accomplish this by building an online platform to reach, inform and influence, and mobilize Ontarians to vote against the Wynne Liberals.

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**Page 4**

"Bankrolled by unions, Working Families (Coalition) helped swing the 2003, 2007, 2011 and 2014 Ontario elections to the Liberals with attack ads against the Conservatives."  
- October 24, 2017  
Toronto Star

The Working Families Coalition was established in 2002. Funded by Ontario Unions, they have spent millions of dollars during every election cycle since 2003 to launch baseless personal attack ads against the Ontario Progressive Conservative Party Leaders. The results have been devastating.

Working Families spent \$2.5M to help the Wynne Liberals win the last election. All Third-

Parties are now limited to \$700K in advertising for the upcoming election. Ontario Proud is committed to meet this challenge to help stop Working Families from handing the Wynne Liberals another undeserved win.

Ontarians cannot afford another four years of the Wynne Liberals.

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**Page 5**

There are new election rules in Ontario that restrict political party donations, but do not apply to Third-Parties,

such as Ontario Proud.

Political Parties and Candidates CANNOT Accept:

- donations from corporations, businesses or Unions
  - donations greater than \$1,200 from any one individual
- . (maximum donation allowed is \$1,200 to each entity – Party; EDA; Candidate – for a total not to exceed \$3,600)

Ontario Proud and other Third-Party organizations CAN Accept:

- donations from individuals, corporations, businesses and Unions
- donations of any amount

The Third-Party "Working Families" which helped immensely to secure the Wynne Liberals win in 2014, will be back in full

force in 2018. They will spend to the new limit of \$700,000 on advertising to try and win again.

Ontario Proud needs your help to ensure that we have the funds to spend the limit against them so there isn't another four

years of Wynne Liberals running our province into more debt and despair.

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**Page 6**

The momentum is building toward a change from the current Wynne Liberal government but we cannot afford to be assumptive or naïve. Even though Ontario Proud has the most popular and engaged Facebook page in the Ontario political arena – political parties, leaders and media outlets – and have a consistently strong reach and sustained user interest, the Liberal machine can not be underestimated to what lengths it will go to, to win.

Working Families could spur their online efforts overnight and new Liberal-leaning third-parties could crop up at any time.

Ontario Proud must be relentless in our progress in order to stay ahead and on course to effect the necessary change – a new government. Please join us!

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1. Build an Online Platform

2. Inform & Influence Voters

3. Mobilize Voters

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### Build an Online Platform

- Continue to build and sustain a growing social media presence that rivals all other Ontario political sites – reach, frequency, likes, shares, comments
- Optimize opportunities to increase the base of followers on Facebook and Twitter, and Email subscribers
- Build and leverage the Get-Out-To-Vote Network

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### Inform & Influence Voters

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Remind Voters of the Ontario Liberal's record of economic hardship, fiscal mismanagement and scandal-plagued tenure

Outline how another four years of the Wynne Liberals will further devastate Ontario

Inform Voters how they can help elect a government other than the Wynne Liberals

Influence the urgency to take action now

Inspire Voters to make a financial investment to help keep the movement strong

Maximize reach to all Ontario Voters through social media in multiple languages

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### Mobilize Voters

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Plan and promote Voter participation at political events in key electoral battlegrounds

Recruit Ambassador Volunteers to help mobilize local communities

Request that every Ontario Proud member make a contribution to the movement

Activate Strategic Voting program and implementation plans in key electoral battlegrounds

Trigger the Get-Out-To-Vote Network

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Ontario Proud continues it's strong momentum. In the past 28 days, our content has reached nearly 28M unique users,

generated 7.4M user interactions and nearly 17M views. Overall, we have grown to over 265K Facebook fans and 85K

email supporters.

Over two-thirds of Canadians are now on Facebook. Our sophisticated approach means we have created more than

passive advertising viewers. Instead, we have recruited advocates who will help spread our message for free. Further, with

social media postal code targeting, we can mobilize voters for protests against Wynne in their area and ultimately, to vote

strategically to defeat the Wynne Liberals.

Our targeted advertising is reaching millions of voters in areas that will decide the next election:

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Over 510K people in Toronto

Over 250K people in Ottawa

Over 139K people in Mississauga

Over 189K people in Hamilton

Over 127K people in London

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Ontario Proud is engaging more people online than all the major political parties, politicians, interests groups and major media outlets.

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Together, we can defeat the Wynne Liberals.

Make your voice heard.

INVEST TODAY!

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BY ISSUE:

Value

Project

%

30%

\$210,000

\$210,000

Hydro Rates  
War on Business & Jobs  
30%  
20%  
\$140,000  
\$ 105,000  
\$35,000  
\$700,000  
Tax Hikes  
Skyrocketing Debt  
Scandal  
15%  
5%  
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BY PROJECT:

Value  
Channel  
Investment Options  
Advertising  
\$320,000  
\$5,000  
Digital Campaign  
Database Building  
\$200,000  
\$50K-\$250K  
\$15,000  
\$15,000  
Traditional Advertising  
Billboard Campaign  
Lawn Sign Campaign  
Bumper Sticker Campaign  
\$5K+ avail  
\$1K+  
\$1K+  
Activism  
\$44,000  
\$24,000  
\$1K+  
\$3K/mos  
Petitions / Rallies  
Nation-Builder  
Community Organizing  
Software

Staffing  
\$64,000  
\$48,000  
\$700,000  
Activist Staffing  
Video Designer  
\$4K/mos  
\$3K/mos  
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Sponsorship Opportunities:

Sponsorship  
Hero  
Champion  
Leader  
Trailblazer  
Ground-breaker  
Guardian  
Defender  
Supporter  
Advocate  
Friend  
Investment  
\$250K  
\$150K  
\$100K  
\$75K  
\$50K  
\$25K  
\$15K  
\$10K  
\$5K  
\$1K

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