



■ Make a Commitment



Develop a Campaign

What matters most when people participate as citizens? How do you get them to participate? Develop an media campaign focused on the question, "What is an ideal, active and engaged citizen?"

What will you include in your campaign? Consider meanings of citizenship, characteristics of an ideal citizen and effective strategies for citizen participation. Include visuals and written information in your campaign materials.

Make a plan for creating the campaign. Make sure that each group member has responsibility for completing one task.

The Products We Will Create	The Purpose of Each Product	The Tasks	Who is Responsible and When It Has to be Done



How should we be more involved?

Ideas to Promote Active and Engaged Citizenship

- Plan a blog site with initial posts that encourage voting and citizen participation
- Start a Twitter or Instagram campaign
- Create a PowerPoint presentation for sharing online
- Make a speech for a community or school event
- Create a video
- Go to **Participation Matters** on the **Building Future Voters** junior high webpage at www.buildingfuturevoters.ca for more information
- Make a commitment to vote by creating your own **I will vote** commitment card.