



## Recruitment Toolkit

A Canada 150 partnership between FCM and the Government of Canada

## **Table of Contents**

<b>Introduction.....</b>	<b>1</b>
<b>About the Canada 150 Community Leaders Network.....</b>	<b>1</b>
<b>Identifying your Community Leader.....</b>	<b>3</b>
<b>Announcing your Community Leader.....</b>	<b>4</b>

## Introduction

Building on a strong partnership between the Federation of Canadian Municipalities (FCM) and the Government of Canada, FCM is creating the Canada 150 Community Leader network as part of the 150<sup>th</sup> anniversary of Confederation.

FCM is reaching out to all municipalities to describe the initiative and how you can get involved. FCM is well positioned to support your involvement and ensure that all municipalities derive the associated profile, benefits, and networking opportunities.

Recognizing the diversity of the municipal sector, FCM will promote the involvement of municipalities of all sizes and in all regions to ensure the municipal voice reflects the diversity of communities and the local fabric of our great country.

## About the Canada 150 Community Leaders Network

The network seeks to involve all municipalities in the 2017 sesquicentennial celebrations. Community involvement will ensure that information about Canada 150 events is available and communicated effectively, while also establishing a national network of municipal representatives.

### The role of Community Leaders

Community Leaders will act as official community voices for Canada 150 events in your municipality. In addition to serving as a point of contact for sharing information about Canada 150 —provided by FCM throughout 2017 —Community Leaders may wish to get involved in local events and reach out to other communities to share ideas.

As the municipal designate for Canada 150 celebrations, Community Leaders will form part of a nation-wide network. When national events are held in your community, your Community Leader will be invited to participate and bring the municipal voice to the celebrations.

As prominent individuals in the community, Community Leaders will embody the diversity of the country, including the celebration themes and be called upon to encourage interest, inspire dialogue and stimulate engagement. Working with their municipal councils, Community Leaders will also promote connections with various associations and individuals, as appropriate.

Importantly, the Community Leaders network will serve as a legacy to Canada 150 celebrations with the ability to create nation-wide linkages for years to come.

Community Leaders will be invited to share information about their communities on social media, using #Muni150 alongside the existing #Canada150 hashtag. FCM will also profile this impressive network in our communication channels and national events, such as our 2017 Annual Conference and Trade Show taking place in Ottawa from June 1-4.

There will be many Canada 150 Signature Projects associated with and funded by the Government of Canada throughout the year. The Signature Projects are large-scale Canada 150 initiatives that are national in scope, and that will bring Canadians together from coast to coast to coast. They will cover a wide variety of subjects that help present the vision for the 150<sup>th</sup> anniversary. The Canadian Heritage [website](#) is tracking these projects as they get announced. Community Leaders, along with council members, may be invited to promote and participate in the pan-Canadian projects held in their municipalities as official Canada 150 community representatives.

### **The call to action**

Municipal councils are invited to name one or more individuals in their community to be a Canada 150 Community Leader throughout 2017.

When considering who to name, it may help to reflect on the Canada 150 themes:

- Engaging and inspiring youth, by looking to youth or youth leaders,
- Diversity and inclusion, by ensuring balance of diversity in your selection,
- Our environment, by looking to those that are building a sustainable community,
- National reconciliation, by ensuring indigenous leadership is represented.

When presenting the initiative to potential candidates, you may wish to emphasize these benefits, as the Community Leaders will:

- Be part of a Canada-wide network of municipal leaders for Canada 150 celebrations.
- Be called upon to amplify the voice of municipalities to a local, regional and national audience.
- Act as the official voice of your community and be recognized for your role in the celebrations.
- Champion the celebrations as the local voice and official designate for your municipality.
- Be part of a national network of local voices for the future.

## Identifying your Community Leader

### Process

The network relies on municipalities to identify one or more Canada 150 Community Leaders. There are no strict criteria to be considered. The mayor and members of council simply need to agree on suitable candidates, confirm their willingness to participate, and submit their names to FCM.

For example, each member of council can be invited to identify one leader in each of the municipal wards, ensuring a broad representation and involvement of all members of council. Alternatively, the mayor or council may wish to identify a single Community Leader on behalf of the municipality. A sitting member of council can also be named as your Canada 150 Community Leader.

### Selecting your Community Leader

Once Community Leaders have been identified and have agreed to participate in the network, you can submit the information to FCM by using the tools at [www.fcm.ca/Canada150](http://www.fcm.ca/Canada150):

- Completing and submitting an online Canada 150 Community Leader form.
- Downloading a printable version of the form and returning it to FCM by email, fax or mail following the instructions on the form.
- To nominate more than three Community Leaders please complete and submit multiple forms.

In completing the form, you will identify your municipality as well as the name and contact information for your Community Leader. Please note that email is the preferred method of communication.

FCM will then contact the identified Community Leader to gather further details, provide additional information, and register their consent to participate.

### Timelines

It's not too late! Even though 2017 is already here, we encourage you to nominate your Community Leaders.

### For more information

Please contact [communityleaderscommunautaires@fcm.ca](mailto:communityleaderscommunautaires@fcm.ca).

## **Announcing your Community Leader**

This toolkit offers a set of templates to help you promote your participation as part of the Canada 150 Community Leaders network.

These templates include:

- A template news release
- Social media content

### **Tips for social media posting**

- Use #Muni150 and #Canada150 in your content
- Include a picture of your mayor or council with your Community Leader
- Search and retweet other posts using #Muni150 and #Canada150 to build the conversation
- Encourage your Community Leader to share pictures of your community as part of the #Canada150 / #Muni150 conversation

**[NAME OF MUNICIPALITY]  
FOR IMMEDIATE RELEASE  
date, 2016**

## News Release

### *(name of municipality) appoints (insert name) as a Canada 150 Community Leader*

**[CITY, PROV, Month, dd, yyyy]** – Today the Municipality or the City of (insert name) announced its participation in the Canada 150 Community Leaders network. Mayor (or member of council) (inset name) is pleased to name (insert name) as the local voice for (insert name of municipality) for Canada’s 150<sup>th</sup> anniversary of Confederation.

The network will be comprised of Community Leaders from thousands of municipalities across Canada, ensuring the municipal voice is front-and-centre during the year-long celebrations.

Recognizing that community building is nation building, this unique national network of Community Leaders will ensure that municipalities are showcased as part of the Canada 150 celebrations and beyond.

[Add a quote from your Community Leader, Mayor or Council; a sentence or two about your municipality and a link to your website.]

For more information on the Canada 150 Community Leaders network, please visit the FCM [website](#). Follow this network of local leaders on Twitter using #Muni150 and on [Facebook](#).

-30-

**MEDIA CONTACT:  
[Name - title, email, phone number]**

### Sample tweets:

Happy to name (*insert name*) as #Canada150 Community Leader for (*insert name or handle of municipality*). Follow the network #Muni150

Congrats to *@(Community Leader Handle)* for being named to represent (*name of municipality*) as part of the #Canada150 Community Leaders Network! #Muni150

Thrilled to announce our participation in #Canada150 celebrations! Congrats to our #CDNmuni leader *@(CommunityLeaderHandle)* #Muni150

@Mayor( *insert TwitterHandle*) with newly appointed #Canada150 Community Leader *@(CommunityLeaderHandle)*! Follow the journey @FCM\_online #Muni150

### Sample Facebook posts:

*Community name* will be participating in Canada's 150 anniversary of Confederation in 2017! We're pleased to name a community leader among our citizens as part of the #Canada150 Community Leaders network! Stay tuned for more exciting developments. <http://bit.ly/2aKH1g> #Muni150

*Community Leader Name* will represent *our (name of municipality)* as our #Canada150 Community Leader and will be gathering and sharing information throughout 2017! Watch for more updates as we announce local and national events and initiatives! <http://bit.ly/2aKH1g> #Muni150

Exciting news in the lead up to Canada's 150<sup>th</sup> anniversary of Confederation! *Your (name of municipality)* will choose a representative to showcase our great municipality and to form part of the official #Canada150 Community Leaders network. Who will be chosen? Stay tuned! <http://bit.ly/2aKH1g> #Muni150

### Useful links

FCM: [www.fcm.ca/Canada150](http://www.fcm.ca/Canada150)

Canada 150: [www.canada.ca/150](http://www.canada.ca/150)



[@FederationofCanadianMunicipalities](https://www.facebook.com/FederationofCanadianMunicipalities)



[@Canada150th](https://www.facebook.com/Canada150th)



[@FCM\\_online](https://twitter.com/FCM_online)



[@Canada150th](https://twitter.com/Canada150th)



[FCM channel](https://www.youtube.com/channel/UC...)



[Canadian Heritage channel](https://www.youtube.com/channel/UC...)



[@Canada150](https://www.instagram.com/Canada150)