



Believe in Canada.

Signatory and supporter toolkit

This toolkit is designed to help signatories and supporters of the Canada We Believe In campaign take visible, meaningful action in support of the open letter and its goals.

The campaign microsite is the heart of our efforts — but it's only powerful if people see it, share it, and engage with it. That's where you come in.

This package includes ready-to-use social media posts, sample email copy, and downloadable graphics to help you easily amplify the message and encourage others to get involved.

HOW TO USE THIS TOOLKIT

1. Share on Social Media

We recommend posting every couple of days to keep momentum steady and the message visible throughout the campaign.

- Suggested captions are included. Copy and paste, or adapt as you see fit!
- Graphics are available for download under each asset, in a variety of sizes optimized for different platforms. Just click on the button below asset!

2. Email Your Networks

Use the sample email to reach out to your members, supporters, or peers. Feel free to personalize the language to reflect your voice.

3. Link Back to the Campaign

Some things to consider:

Always link back to the microsite when sharing: canadawebelievein.ca

Things to Consider:

- **Timing matters.** Consider aligning your posts with key campaign dates or relevant current events for maximum impact.
- **Tone is flexible.** You're welcome to adapt language to suit your audience — authenticity resonates more than copy/paste.
- **Visibility fuels momentum.** Don't hesitate to tag partners or use the campaign hashtag #CanadaWeBelieveIn.




Toolkit assets and downloadable materials can be found in the following pages.



Believe in Canada.

Signatory and supporter toolkit

SOCIAL MEDIA GRAPHICS + SUGGESTED CAPTIONS

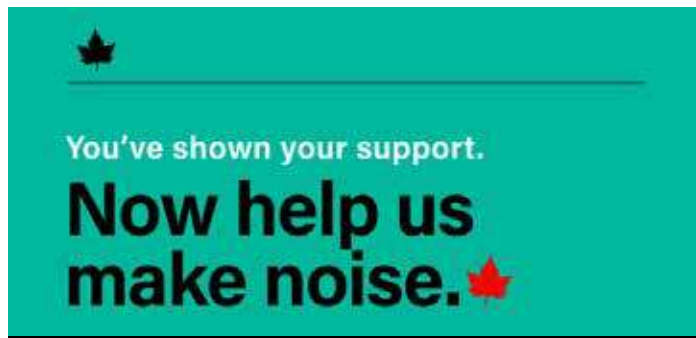
<p>TILE 01 DOWNLOAD FILE</p>		<p>Suggested Caption: Immigration has fueled Canada's economy and communities for generations. Without action, we risk losing the trust and momentum that make it work. Support a renewed vision for immigration.</p> <p> Show your support → believe-in-canada.ca</p>
<p>TILE 02 DOWNLOAD FILE</p>		<p>Suggested Caption: Canada's promise of welcome and opportunity is at risk. We're calling on federal leaders to commit to a fair, coordinated, and effective immigration system.</p> <p> Show your support → believe-in-canada.ca</p>
<p>TILE 03 DOWNLOAD FILE</p>		<p>Suggested Caption: Immigration is essential to Canada's economic future. We need policies that deliver for newcomers and the communities they help build.</p> <p>Learn more and show your support → believe-in-canada.ca</p>
<p>TILE 04 DOWNLOAD FILE</p>		<p>Suggested Caption: Newcomers are part of Canada's story — past, present, and future. We are calling for an immigration system that reflects our values and strengthens the country.</p> <p>Read the call to action → believe-in-canada.ca</p>
<p>TILE 05 DOWNLOAD FILE</p>		<p>Suggested Caption: Canada's future depends on immigration that works — for people, communities, and the economy. We need leadership to make it happen.</p> <p>Support the vision → believe-in-canada.ca</p>




Believe in Canada.

Signatory and supporter toolkit

EMAIL NEWSLETTER BANNER + SUGGESTED LANGUAGE



You've shown your support.
**Now help us
make noise.** 

BANNER 01
[DOWNLOAD FILE](#)



Grow the Movement.
**Share the
Campaign.** 

BANNER 02
[DOWNLOAD FILE](#)

[Your organization] has joined organizations across Canada in supporting The Canada We Believe In — a call for renewed leadership on immigration. For generations, immigration has strengthened Canada's economy, communities, and international reputation. But today, trust in the system is faltering. Without action, we risk losing the foundation that has shaped Canada's prosperity and identity.

We are encouraging others to show their support. Together, we can push for clear and coordinated immigration programs, better support for newcomers, and a reaffirmation of Canada's commitment to inclusion.

Learn more and show your support at believe-in-canada.ca.

Some Final Notes

This toolkit is here to help put immigration on the agenda this election. Use these assets to show your support and encourage others to do the same. Post them on your channels regularly. If you're comfortable, tag organizations, partners, and networks who should be part of this effort.

Every post helps build momentum. The more noise we make, the harder it is to ignore.

**If you have any questions, issues, or concerns — reach out.
We're here to help.**

support@believe-in-canada.ca