



**IF YOU BELIEVE, ✨  
THEY BELIEVE.**

**MEMBER & PARTNER TOOLKIT**

March 2026



## CAMPAIGN OVERVIEW

**If You Believe, They Believe** is a province-wide campaign by the Association of Municipalities of Ontario (AMO). It shines a light on the leadership everyday Ontarians already demonstrate, how that leadership can grow into municipal office, and the vital role voting plays in shaping local communities.

**This campaign focuses on shifting personal perceptions and sparking curiosity, particularly among Ontarians who:**

- Are 18 years of age or older.
- Feel their participation doesn't matter.
- Don't see how local government affects them.

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## HOW TO USE THIS TOOLKIT AND SHARE CAMPAIGN CONTENT

The success of the campaign relies on the support of partners, like you, across Ontario. This toolkit is designed to help you share campaign content in an easy and flexible way.

## CHOOSING WHAT TO SHARE

This document includes ready-to-use **social media posts**:

- Campaign images and the video highlight key messages and work well for reminders.
- Each option includes a direct link to the recommended content in their title.
- Each option's caption is editable, provided it remains aligned with our campaign messaging.

To connect posts back to the province-wide campaign, we encourage you to tag or reference AMO and the campaign website, where appropriate.

**Recommended platforms and AMO profiles:**

- LinkedIn: [Association of Municipalities of Ontario \(AMO\)](#)
- Instagram: [@amopolicy](#)
- Facebook: [Association of Municipalities of Ontario - AMO](#)
- Website: [whenyoubelieve.ca](#)

The website connects potential candidates and voters with a wealth of resources and information to support their engagement in the municipal election.

**Tips for posting (tone and customization):**

- Use the sample captions as-is or as inspiration, focusing on encouraging potential candidates and voters.
- Tie posts to your local community where applicable.
- Match your organization's voice, avoiding overly formal framing.
- Share content between March 25 and October 26 to align with the campaign timeline.

**NOTE: This toolkit is provided as a general guide only. You are encouraged to tailor language to match your organization's voice and tone, while preserving core campaign messages.**

## SOCIAL POST OPTIONS

Please be sure to customize the highlighted text.

### Option One: Candidate Attraction



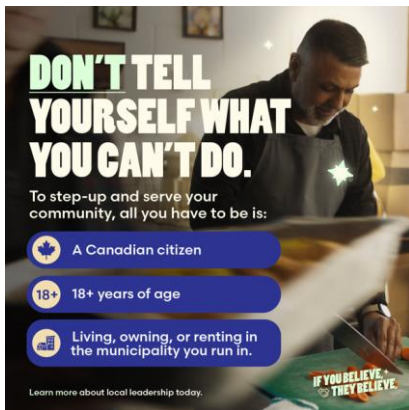
If you've been showing up for **[MUNICIPALITY]**, you may already be the kind of leader our community needs.

Whether you've been volunteering, advocating, or simply getting involved locally, you're building the experience a strong municipal leader is made of. Now, our community needs people who believe they have what it takes to step forward.

Why not take that next step? Explore what running for council in 2026 could look like. You can learn more and access helpful resources from AMO at [whenyoubelieve.ca](https://whenyoubelieve.ca).

[Click here to download the image](#)

### Option Two: Candidate How-tos



Becoming a leader in **[MUNICIPALITY]** may be closer than you realize. Many municipal leaders started as engaged community members, just like you. It all begins with believing you have what it takes to make a difference.

If you meet the criteria and have been thinking about what's next, this could be your moment to step forward. You can learn more about running for council and access helpful resources from AMO at [whenyoubelieve.ca](https://whenyoubelieve.ca).

[Click here to download the image](#)

**Option Three:** Candidate How-tos

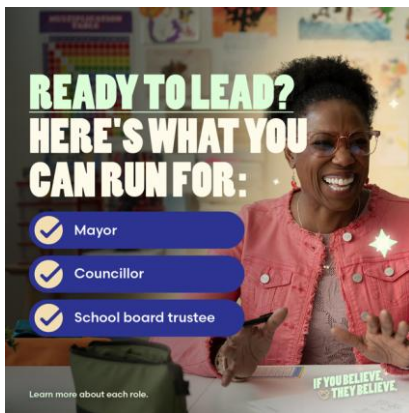


[MUNICIPALITY] needs leaders like you and becoming one may be more achievable than you think. Local government is run by people who raise their hands. If you have been showing up for our community and are ready to take your impact even further, running for council could be your next step.

Explore what is involved and get the guidance you need to move forward. You can learn more and access helpful resources from AMO at [whenyoubelieve.ca](http://whenyoubelieve.ca).

[Click here to download the image](#)

**Option Four:** Candidate How-tos



Strong local leaders are people [MUNICIPALITY] knows and trusts, and people who truly know us in return. If you have been showing up for our community, you could be the exact kind of leader we need.

Nominations are open May 1 to August 21, 2026. Learn more about running for council and access helpful resources from AMO at [whenyoubelieve.ca](http://whenyoubelieve.ca).

[Click here to download the image](#)

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[https://gifs-my.sharepoint.com/:i/g/person/yocampo\\_createcurrency\\_ca/IQD9-T8DHZ5sRZAWy9qzCqBBATVScXyG2d0LPwSmPu5haQY?e=29O9Vv](https://gifs-my.sharepoint.com/:i/g/person/yocampo_createcurrency_ca/IQD9-T8DHZ5sRZAWy9qzCqBBATVScXyG2d0LPwSmPu5haQY?e=29O9Vv)

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**Option Five:** Voter Encouragement

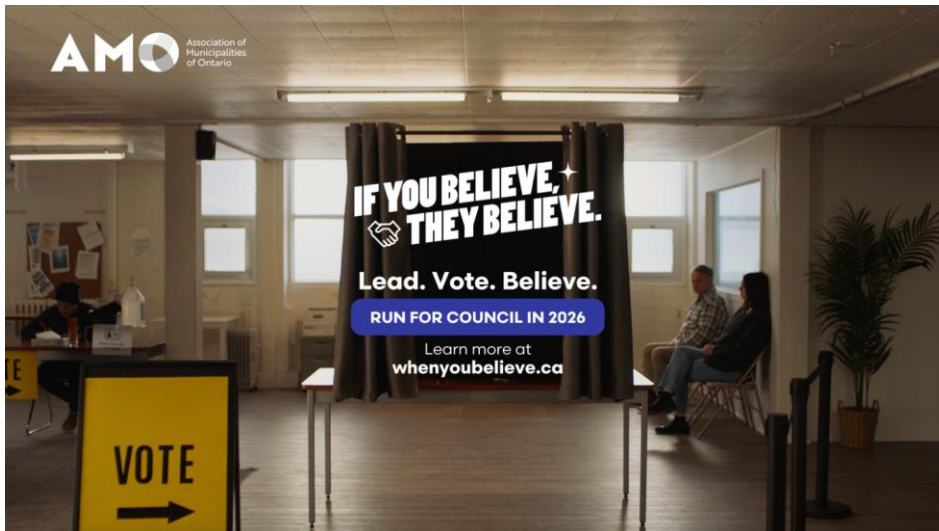


Every vote helps shape the future of [MUNICIPALITY]. When more voices are heard at the polls, our communities grow stronger and more representative.

Together, we can build a future that reflects all of us. You can learn more about the municipal election and available resources from AMO at [whenyoubelieve.ca](http://whenyoubelieve.ca).

[Click here to download the image](#)

**Option Six:** Video



Municipal leadership often starts with people who simply believe they can make a difference. AMO's "If You Believe, They Believe" campaign highlights how everyday leadership can grow into municipal office and why every voice matters in local democracy.

Watch the video and explore resources for candidates and voters at [whenyoubelieve.ca](http://whenyoubelieve.ca).

[Click here to download the video](#)



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## ADDITIONAL RESOURCES

This campaign is part of AMO's Healthy Democracy Project. To learn more and access additional tools and resources, please visit the [project site](#) or explore some of AMO's Healthy Democracy resources below:

- [Lead Where You Live election resource](#)
- [AMO's Lead with Respect Handguides](#)
- [Civic education resources](#)
- [Local Democracy Solutions Bank](#)
- [Turn Up the Turnout—A Resource on Voter Participation in Local Elections](#)
- [How to Better Engage Youth in Local Elections](#)
- [Barriers to Running for Local Office research](#)

Municipal leadership success stories can be submitted through [this form](#) to help inspire future candidates as part of our Healthy Democracy Project for the 2026 Ontario municipal election.

Use [this form](#) to share municipal election-related events or resources so they can be featured on the **If You Believe, They Believe** website and shared with communities across Ontario.

Explore [election resources and workshops](#) for those considering a run for municipal office in 2026.

Stay tuned for additional resources related to get-out-the-vote efforts and the importance of local government in August 2026.