

With support from Leadnow staff all along the way, you can start your petition, contact your supporters, organise events and win your campaign!

How it works

you.leadnow.ca is an online campaign platform powered by Leadnow where you can start, run, and win your own campaigns.

- ◆ **Quickly create your own petitions** and share them with potential supporters by email or through social media.
- ◆ Use the email-to-target tool to allow your supporters to send **emails directly to the target of your campaign.**
- ◆ **Embed your petition** on a website that you design and manage.
- ◆ View supporters' **reasons for signing a petition.**
- ◆ Add **updates to the petition page** as the campaign progresses.
- ◆ **Send an email blast** to everyone who has signed your petition.
- ◆ **Collect signatures offline.**
- ◆ **Print and deliver signatures** to decision makers.

Why work with us?

In addition to running your own petition, **the you.leadnow.ca platform offers some additional features** to make it easy to replicate your campaign and organize your supporters to take action.

- ◆ Use the events feature to organize on-the-ground actions with your supporters.
- ◆ Use the landing pages feature to run national campaigns with many local targets.
- ◆ If your petition takes off you'll get extra exposure and support from Leadnow staff.

And, we'll never share or sell the data of your signers with third parties.

Start a campaign on anything!

It can be big or small, local or national.

There are a few guidelines to follow of course - any petitions that are offensive, discriminatory, inaccurate or otherwise inappropriate will be taken down.

Partner with Leadnow

If you're interested in accessing the names and email addresses of supporters to add to your organization's database, consider setting up a partnership campaign:

- ◆ The first step is to set up your petition at you.leadnow.ca, and then send an email to petitions@leadnow.ca with a short blurb (60 wds) about who your group or organization is and what they do.
- ◆ If your petition starts to pick up steam, and aligns with Leadnow's values, we might send your petition to our members. We may provide feedback to strengthen your petition before sending it to the Leadnow list.
- ◆ Then, we'll share with you the contact information of anyone who has signed your petition through your promotion of it, as well as anyone who has signed it through social media so that you can add them to your database.

Guidelines for sending emails to signers

You can send emails to ALL of the signers of your petition directly through the you.leadnow.ca platform with updates about your campaign.

- ◆ Your email must be directly related to your campaign.
- ◆ You can send up to 4 emails a month.
- ◆ Emails must be approved before they can be sent.