

PSAC Lobby Kit

Treasury Board Bargaining



Public Service Alliance of Canada
Alliance de la Fonction publique du Canada

Treasury Board Bargaining Lobby Kit

Thank you for undertaking this work on behalf of your fellow union members. Lobbying is an important activity in our toolkit that we can use to achieve better working conditions and a better society for everyone in Canada.

In this kit, you will find:

- A message guide for this specific campaign
- Tips for using the message guide
- Tips and tricks for a successful online lobby
- Tips and tricks for a successful in-person lobby
- A sample MP profile
- A sample of the leave behind brochure or webpage
- Information on how to access other materials and supports
- A fill-in-the blank worksheet to plan your activities before, during and after the lobby effort

Remember that your goal is to convince the MP you are lobbying to take action.

MPs are human beings – they will be moved by compelling, factual stories. They'll also be motivated by their own electoral success. They want people to appreciate their work and their efforts – they want people to vote for them. Your job is to convince them that taking action is good for workers because it's the right thing to do, and also that it could help them gain support in future elections.

Read through the kit at your own pace and reach out to your PSAC regional representative for help with planning your lobbying activities.

Happy Lobbying!

Lobby kit message box: Treasury Board bargaining

Throughout the pandemic, federal public service workers have delivered frontline services and got new programs up and running in record time — getting vital help to Canadians when they needed it most.

Now, we've reached a critical moment as we negotiate new contracts for more than 165,000 federal public service workers.

As inflation soars in Canada, Treasury Board has proposed an insulting wage offer that effectively forces federal public service workers to take a pay cut at a time when they need a raise the most.

The government has offered average wage increases of 1.75% per year over four years, which is completely out of touch with the skyrocketing cost of living. So, while prices are increasing, our purchasing power is plummeting, making it harder for workers to make ends meet.

This year alone, the inflation rate is expected to be above 4%, and a typical family of four is seeing their grocery bills climb by almost \$1,000. That's the highest increase in 12 years. Meanwhile, gas and utility prices have never been more expensive, and those costs aren't going down anytime soon.

Since the federal government is Canada's largest employer, they should be leading by example with decent wages and working conditions that don't leave workers behind and that set the bar for all employers.

Wages aren't the only thing we're still far apart on. The government is still demanding concessions on major issues like the Workforce Adjustment Appendix – making it harder for laid off workers to find other work in the government when times are tough – and they've dismissed our proposals around remote work and the right to disconnect after work hours.

They've also refused our proposal for mandatory training on systemic racism, harassment, and discrimination in the federal public service that would go a long way to building a more inclusive workplace and public service.

We've been clear on the issues that matter most to us, but Justin Trudeau's government seems hell-bent on setting workers back and impacting the services Canadians rely on.

If we can't reach an agreement soon, we may be forced to declare impasse in negotiations and file for a Public Interest Commission (PIC) in the hopes of reaching a settlement.

Our union is keeping all options on the table to reach a fair deal, and members across the country are ready to escalate actions across the country — even if that means taking strike action.

This is not the direction we want to take. We're asking for your support to put workers first and to prioritize public services for all Canadians.

We are here to ask you to please tell Minister Mona Fortier that you believe federal government employees deserve:

- Fair wages that recognize the impact rising inflation is having on our families
- Remote work and the right to disconnect to ensure a better work-life balance
- Mandatory training that would help create safer workplaces, free of systemic racism, harassment, and discrimination
- Job security through improvements to the Workforce Adjustment Appendix that will support laid off or surplus workers when they need it most

Will you write to her with this message? When?

How to use the message guide

Your job is to communicate to the person you are lobbying in such a way that they are motivated to act in the way that you want them to. You do this by appealing to emotion – by creating a situation in which they really feel that they must act. Tell compelling stories and then back it up with facts. You don't need to know everything about the issue. Your own story will always be more powerful than a list of numbers or facts. You will provide some facts with your story, and more in your leave-behind materials.

Connect with your audience – You / Me / Us

1. Who are you?
2. Why are you doing this?
3. Why do you care?
4. Why should they care
(it's their file, it's a personal interest, it will bring them electoral success etc.)?
5. Tell a story
6. Add the facts

Fictional (but plausible) example:

Your Story: *My job involves public safety. I've been at it for 12 years and I've learned to read the signs – I know when things are on the edge. I know when people are in danger. I've been able to stop problems because I know these piers and this water like the back of my hand. Just last month I was able to turn back a cruise ship that I knew wouldn't be able to dock...I would love to use some of the leave time that I've piled up, but I just can't take any more than a couple of days off. When I try, I just get called in again, because there aren't enough of us to go around, and no one else has been there longer than a year. We can't keep staff because they can make more in the private sector, with fewer worries. They tried hiring temps but then we had even more turnover. But sooner or later, I'm going to burn out...*

Facts: *In our occupation class, private sector workers make 125% more than we do, and work regular hours. They can pick and choose which contracts they accept so even when they get called for the hard stuff, they can say no. Time and again, I train someone and then they get seduced by a private company offer...or they go work for the big shipping companies.*

We had 15 reportable incidents in the last 2 years – that's more than we had in the entire decade before that.

Explain the urgency – Contrast / Compare

1. What happens if they don't act?
2. Better yet – what happens if they do?
3. Tell an imaginary 'What If' story – If you act, then this positive thing could happen. If you don't, then things will stay bad (get worse).
4. Here **you** are defining the choice.

e.g. *The minimum staffing changes to the marine act are coming up for a vote – they will help. The department will have to increase wages and fix the workplace issues because they'll have to have more people on the floor. If you vote in favour of these changes, and if you work with your caucus colleagues to do so, we have a chance. We could win. My labour siblings would also see you and your caucus mates as heroes. If not, I just don't know what's going to happen. Sooner or later, someone is going to get hurt on the job, or in the public.*

Make the agreement – Action (what, when, who)

1. Will you help?
2. How will you help?
3. When will you help?
4. How can we help you help us?

For example:

- Will you vote in favour of the legislative changes at 2nd reading?
or
- Will you support our ask with your caucus colleagues?
or
- Will you share your support on your social media channels? When will you do this?
or
- Will you attend our rally?
Will you share information about our rally with your communities?

Tips and tricks for a successful online lobby

Plan your team and book your meeting

- At least one member should be from the MP's constituency
- A team of three is ideal – more is too many
- Phone to book the meeting, confirm by email and ask for a response

Before your meeting

- Confirm the week before and the day before
- Do some research on the MP ([see example](#))
 - What did they do prior to being elected?
 - Were they a member of a union?
 - How have they voted on legislation that we care about?
 - What issues are they most concerned about?
- Gather and review your materials – your notes, documents to send at the end of the meeting
- Determine what accessibility supports you might need – simultaneous interpretation? Captioning? Talk to your regional representative about possibilities
- Meet with your team to plan your approach
 - Who is speaking? In which order?
 - Who is answering questions?
- Set up and check your tech
 - Background uploaded
 - Headset charged
 - Quiet room
 - Practice your talk a few times – record it and play it back to see how it looks and sounds
- Make a contingency plan for cancellations or tech problems (have an understudy!)
- Confirm the week before and the day before

The day of...

- Log on a few minutes early.
 - Check your tech.
 - Wear a headset – it’s easier for all.
- Remember to breathe!
 - Settle in your seat and take a breath before you start your remarks.
 - Make eye contact with the camera from time to time (or always, if you don’t need to refer to your notes).
- Pause from time to time to see if the MP has questions or comments.
- Make notes when the MP asks questions or comments.
- Take time to respond.
 - It’s okay to say, “I don’t know, but I will find out and get back to you”.
- Remember to finish with an ask and a commitment
 - “Will you commit to xxx? When will you xxx? ”
- Get a photo – screen cap!
Thank them for the meeting.

During the meeting

- Introduce yourselves – say what you do and where you’re from. Thank the MP for the meeting and confirm how long you have.
- Present your position clearly and don’t be sidetracked.
- Listen, but don’t let the MP talk so much that you don’t get a chance to speak.
- Answer questions to the best of your ability. Make a commitment to follow-up if you don’t have immediate answers.
- Ask the MP to take specific action(s) and take very accurate notes when they explain why they will or won’t take those actions. If you aren’t sure you understood the commitment(s), re-confirm with the MP.
- Have ready online copies of the lobby document to be sent the MP and their aides.
- Leave any lobby materials and your contact information with the MP. Thank them for meeting with you.

Once done

- Make your notes and debrief with your team as soon as possible. Share your information with your rep.
- Send the follow up documents by email, and maybe a thank you note by mail.
- In your email, repeat their commitment to you: “We look forward to hearing from you about xxxx”.
- Make a note in your calendar for the day when the MP committed to action. Follow up with a thank you or a reminder depending on whether action is taken or not.
- Post the photo on your local’s social media feeds IF the meeting went well– “Thanks, MP XXX, for the meeting today. We look forward to (action)” and tag them.

Report to PSAC

PSAC is required to report its lobbying activities to the federal government, so we are keeping a database on meetings with MPs and other relevant information. It is important that you complete the lobby report form after each meeting with an MP. Make sure this responsibility is assigned before the meeting.

Each report should contain the following information:

- when the meeting took place;
- who was there (PSAC members, staff, the MP and any of her/his staff);
- what you talked about;
- key statements by the MP (make sure you record these accurately);
- any commitments made by the MP (again, be sure to include accurate quotes);
- any follow-up tasks.

Your report should be completed as soon as possible after every meeting.

Tips and Tricks for a successful in-person lobby

Plan your team and book your meeting

- At least one member should be from the MP's constituency
- A team of three is ideal – anymore is too many
- Phone to book the meeting, confirm by email and ask for a response

Before your meeting

- Confirm the week before and the day before
- Do some research on the MP (see example)
 - What did they do prior to being elected?
 - Were they a member of a union?
 - How have they voted on legislation that we care about?
 - What issues are they most concerned about?
- Gather and review your materials – your notes, documents to leave behind and swag
- Meet with your team to plan your approach (see example)
 - Who is speaking? In which order?
 - Who is answering questions?
- Practice what you will say a few times
- Arrange your meeting place and time.
- Make a contingency plan for illness, weather and other possible cancellations (have an understudy!)
- Do not go if you are sick or have symptoms of a cold, flu etc.
- Lobbying on Parliament Hill can mean walking long distances, standing in lines and significant waiting. Talk to your rep if you will need accommodations to make this possible.

On Parliament Hill

- Be early – security can take time, events on the Hill can get in your way, have your ID and vaccine certificate handy, be prepared to stand around and wait.
- Don't be intimidated by security. DO limit what you have with you. DO bring photo ID with an address.
- Be prepared to walk a fair distance and to carry your belongings. (if it's winter, expect there to be snow, ice, water)
- Dress comfortably but professionally.
- Wear your visitor badge visibly.
- Wear your mask.

In the constituency office

- Be a few minutes early – prepare for transit delays, parking challenges.
- Dress comfortably but professionally.
- Be aware of others in the office. Most people who visit their MPs are having help with difficult and private problems. Be courteous and respect their space.
- Wear your mask.

Once in the office

- Wear your mask
- Introduce yourselves – say what you do and where you're from. Thank the MP for the meeting and confirm how long you have.
- Don't offer a handshake – a friendly greeting, head nod will do fine.
- Remember to breathe! Settle in your seat and take a breath before you start your remarks.
- Present your position clearly and don't be sidetracked.
- Listen, but don't let the MP talk so much that you don't get a chance to speak.
- Make notes when the MP asks questions or comments.
- Answer questions to the best of your ability. Make a commitment to follow-up if you don't have immediate answers.
- Ask the MP to take specific action(s) and take very accurate notes when they explain why they will or won't take those actions. If you aren't sure you understood the commitment(s), re-confirm with the MP.
- Remember to finish with an ask and a commitment
- "Will you commit to xxx? When will you xxx? "
- Leave any lobby materials and your contact information with the MP. Thank them for meeting with you.
- Get a photo!
- Thank them for the meeting

Once home

- Debrief with your team right after the meeting. Decide what follow-up action is needed, who will do it, and when.
- Send a follow-up letter thanking the MP for the meeting and their support. Provide any follow-up information you agreed to provide. Remind the MP of any actions she or he agreed to take.
- In your email, ensure the commitment “We look forward to hearing from you about xxxx”.
- Make a note in your calendar for the day when the MP committed to action. Follow up with a thank you or a reminder depending on whether action will be taken or not.
- Post the photo on your local’s social media feeds IF the meeting went well– “Thanks, MP XXX, for the meeting today. We look forward to (action)” and tag them.

Report to PSAC

PSAC is required to report its lobbying activities to the federal government, so we are keeping a database on meetings with MPs and other relevant information. It is important that you complete the lobby report form after each meeting with an MP. Make sure this responsibility is assigned before the meeting. Your report should be completed as soon as possible after every meeting.

Minister Profile – Historical Example I

MP Name & Riding	Minister Diane Finley
Party	Conservative MP
Riding	Haldimand Norfolk
Phone	613.xxx.xxxx
Email	diane.finley@parl.gc.ca
Languages	English, French (anglophone)
Pre-parliamentary occupation	MBA, university administrator, Rolls Royce executive
Union membership	Unknown, unlikely
Other elected offices	Unknown
Previous ministerial portfolio	<ul style="list-style-type: none"> • Minister of Human Resources and Skills Development, • Minister Responsible for Canada Mortgage and Housing Corporation, or CMHC, and • Minister of Citizenship and Immigration
Notable efforts	<ul style="list-style-type: none"> • amended EI Act to provide benefits for military members who had to defer parental leave because of requirement to active duty • promoted increased private-sector involvement in health services • founder of Canada's largest publicly funded ambulance service company, Canadian Medical Response • been active in the Canadian Council for Public-Private Partnerships. • anti-choice, anti-same sex marriage
Other interests	Unknown
Family	Doug Finley (Senator – spouse)
Sources	https://www.parl.ca/legisinfo/en/bills?parlsession=all&sponsor=25501&advancedview=true https://lop.parl.ca/sites/ParlInfo/default/en_CA/People/Profile?personId=2173
Summary	<ul style="list-style-type: none"> • You should not expect her to be immediately labour-friendly. • You should not expect her to value public services (considering her history on private health care and P3s) • You may find some support for very specific issues if framed as good for families • We can't expect that she will be an ally – this meeting will be to get the issue on the table, frame the debate, and try to find what windows of opportunity exist

Minister Profile – Historical Example II

MP Name & Riding	Claude Gravelle
Party	New Democrat MP
Riding	Nickel Belt
Phone	705.xxx.xxxx
Email	claudе.gravelle@parl.gc.ca
Languages	French, English (francophone)
Pre-parliamentary occupation	Machinist for Inco Mining in Sudbury
Union membership	Yes, USW 7600, organizer, strike captain
Other elected offices	Rayside-Balfour municipal council
Critic portfolios	Official languages, natural resources, mining
Notable efforts	Introduced bill to mandate a National Dementia Strategy that failed in the House by one vote when a Liberal member admittedly accidentally voted against instead of for.
Other interests	Minor league hockey involvement, Alzheimer's society spokesperson
Family	Marie-Claire Breton – spouse, from Shawinigan, QC, 2 children, 2 grandchildren
Sources	https://web.archive.org/web/20071114150057/http://www.ndp.ca/page/226 https://en.wikipedia.org/wiki/Claude_Gravelle https://www.ourcommons.ca/Members/en/claude-gravelle(31234)/roles https://www.parl.ca/legisinfo/en/bill/41-2/c-356
Summary	<ul style="list-style-type: none"> • You can expect that he will be labour-friendly • You can speak in either language, but may want to try French first • You can chat about hockey, or about dementia issues as an icebreaker • You cannot guarantee that he will be up to date on public sector labour issues so may want to weave that into your remarks • We expect that he will be an ally – plan your asks accordingly.



Treasury Board bargaining

Thank you for taking the time to meet with us to learn more about the concerns of the more than 165,000 federal government employees currently at the bargaining table.

Now, we need your support.

Write to Treasury Board President Mona Fortier and urge her to come back to the bargaining table with an offer that improves wages and working conditions for federal government workers.

Tell Minister Fortier that you believe Treasury Board employees deserve:

- Fair wages that recognize the impact rising inflation is having on our families
- Remote work and the right to disconnect to ensure a better work-life balance
- Mandatory training that would help create safer workplaces, free of systemic racism, harassment, and discrimination
- Job security through improvements to the Workforce Adjustment Appendix that will support laid off or surplus workers when they need it most

Federal government employees are the engines powering our government. We've been there for Canadians when they've needed us most. Now, we need you to be there for us.

Contact us at

Lobbying Worksheet

Campaign name _____

Team members

	Name	Phone	Email	Constituency
1				
2				
3				

MP

Name: _____

Phone: _____

Email: _____

Constituency : _____

MP Profile (link) _____

Booking the appointment

Date contacted for appointment: _____

Response: _____

Date of appointment : _____

Duration of appointment : _____

Online or in-person? _____

Address if in-person (include room number and directions):

Link if online: _____

Called to confirm appointment on: _____

Materials

- Leave behind/website link
- Swag
- Message guide
- Speaking notes and order of speaking
- Day plan (where meeting, where parking, contingency plans, etc.)

Day Plan

Meeting/login time (build in time for security if on Hill):

Meeting place: _____

Member leading meeting: _____

First speaker: _____

Second speaker: _____

Third speaker: _____

Summary:

Debrief immediately after (where, when)

Speaking notes

Debrief

Overall impression:

Commitments made: (will do what by when?)

Next steps:

Thank you email:

Reminder date in calendar:

LOBBY REPORT BACK FORM (for PSAC Staff Only)

Lobbyist registry form

NAME OF MP: _____

CONSTITUENCY: _____

DATE OF MEETING: _____

LOCATION OF MEETING: _____

TIME OF MEETING: _____

LENGTH OF MEETING: _____

REASON FOR BEING THERE:

PARTICIPANTS:

Constituency team:

1. _____

2. _____

3. _____

Others present:

1. _____

2. _____

3. _____

GENERAL COMMENTS ON MEETING:

(Include attitude, whether MP interested, etc.)

MP's RESPONSE:

(Both to general and to specific points)

COMMITMENTS BY MP:

(Be as specific as possible — confirmation letter should contain these points)

FOLLOW-UP:

When: _____

Person responsible: _____

What needs to be included in your follow up email/phone call? (always include a thank you!)

A request for information the MP promised you

Answer(s) to questions the MP asked you

Request for a meeting in the constituency

Other: _____

Date completed: _____

GENERAL COMMENTS: (Attach additional comments if necessary)

