

# Ambassador's Change Day Ontario Checklist

This checklist provides tips to help guide you toward a successful roll out of **Change Day Ontario** within your organization and/or network. Use these to engage and encourage participation and action.

- Enlist the support of your **communications team** to help spread the word. We've developed newsletter content, social media posts, article templates, and more for your use.
- Place **posters** around your work environment advertising **Change Day Ontario**. Use the posters to create buzz and share tips on how to get involved.
- Activate the campaign and **begin pledging as early as possible**. It's important to give your co-workers enough time to think of a pledge and carry it out. Pledging begins September 13th!
- Take advantage of our **online resources**. We've prepared presentations, Top 5 Ideas lists, logos, and more.
- Print out the **pledge cards** from our website and encourage participants to write down their pledges. Take pictures of them holding their pledge cards and post them on **social media**! Make sure to tag **@ChangeDayON** and **#ChangeDayON**.
- Wear your **Change Day Ontario stickers** to spark conversation and/or use them as a symbol of pledge completion by sticking them on your pledge on the pledge wall.
- Get your organization's senior leader(s) involved. Ask them to make a pledge and share it.
- Join our **webinars and teleconferences** throughout the fall to share your stories and ideas.
- Use our custom **email signature** to help spread the word about **Change Day Ontario**.
- Create a **visual display** within your organization to bring the campaign to life. Giving people a place to post their pledge and track their progress encourages participation and motivates others.
- Plan an event for Celebration Day** on November 22nd. Celebration Day is the final day of the campaign. It's an opportunity to acknowledge and celebrate all the pledges that have been made and the collective impact that's been created.
- Make sure to take lots of pictures throughout the campaign and especially on your Celebration Day.
- Lastly, but definitely not least, **make sure all pledges are posted online at [changedayontario.ca](http://changedayontario.ca)** to make sure they count! The more pledges, the more action, the more positive change we can collectively create!

Note: All resources and templates mentioned above are available at [changedayontario.ca/resources](http://changedayontario.ca/resources). Check them out!