

## **Justice for Workers “No One Left Behind” Campaign**

### **Campaign Overview**

**Campaign Name:** No One Left Behind (NOLB)

**Organization:** Justice for Workers (J4W)

**Purpose:** To put working people – not corporations – at the heart of the conversation about Canada’s tariff response.

### **Key Stakeholders:**

- J4W staff
- J4W volunteers
- Candidates in 2025 federal election
- Workers Action Centre

### **Target Audience**

**Primary:** Low-income millennials (ages 29-44)

- Online, but likes getting outside
- Values justice and social engagement
- Less financially stable than their parents
- Barely affording the cost of living
- Not saving to buy a home or for retirement

**Secondary:** Gen Xers (ages 45-60)

- Strong presence on Facebook
- Values justice and community engagement
- Relatively financially stable
- Saving for retirement
- Frequent voters

### **Objectives & Goals**

#### **Campaign Need:**

Trump’s tariffs will affect all Canadians, but working-class people will bear the brunt of the economic devastation. While Ford’s Conservatives dole out billions of dollars to corporations (without any stipulations for protecting jobs in Ontario), working-class people are being left out of the equation. No One Left Behind will make politicians prioritize the needs of working-class people by mounting a grassroots campaign to drum up support, and by getting federal electoral candidates to sign on to the list of demands.

**SMART Goal:**

Get at least 50 electoral candidates to sign on to the NOLB platform by the end of the election period, and get 10,000 people to use the email tool before the end of August 2025 by driving traffic to the J4W webpage.

**Messaging**

**Central Message:** A worker-first agenda to protect communities from Trump's tariffs

**Unique Selling Points:**

- Empowering narrative that turns a frightening situation into an opportunity to make demands
- Accessible and focused messaging on winnable issues
- Popular demands that resonate with working-class people
- A grassroots feel that gives the campaign authenticity

**Strategy/Media:**

- Launch an email tool, hosted on the J4W website, that automatically sends emails to a person's elected representatives
- Reach out to all federal election candidates asking them to endorse the platform
- Encourage volunteers to try to set up meetings with their federal candidates
- Host organizing meetings to educate volunteers and plan outreach events
- Get volunteers to host weekly outreach events and share pictures on social media
- Share NOLB messaging across social media
- Post platform endorsements from elected officials on social media

**Media:**

- Social media (Instagram, Facebook) to target millennials and Gen Xers
- Leaflets and posters for volunteer outreach
- Volunteer-generated content for social media distribution
- Factsheet pdf and presentation slides to be hosted on website

**Creative Considerations****Visual Style:**

- Bold, colourful style that avoids confusion with existing political parties
- Clean and basic design that puts all the focus on the message
- Tone: Empowering, community-oriented, hopeful

**Brand Alignment:**

- Consistent use of NOLB purple and red colour scheme
- Copy follows "worker-first agenda to protect communities" messaging and platform demands

## **Deliverables**

- 1x email tool
- 20x social media posts (informational, agitational)
- 10x volunteer-generated social media posts
- 1x printable leaflet design
- 1x printable poster design
- 1/month organizing meeting (held at Workers Action Centre)
- 1x template endorsement request to be sent to federal candidates

## **Audience Reaction**

- Share and engage with social media content
- Send an email to their representatives
- Imagine empowering ways to respond to the tariff crisis

## **Timeline**

- Factsheet and presentation slides: week 1
- Leaflet and poster design: week 1
- Volunteer outreach: 2x/week from week 1-32
- Federal election candidate volunteer outreach template and email blast: week 12
- Finalize and publicize candidate endorsements: week 16
- Organizing meeting: weeks 3,7,11,14,17,21,24,27,31
- Campaign wrap: week 32
- Campaign feedback: week 33

## **Competition**

- Provincial and federal government: Both levels of government frame the economic impact of tariffs as happening to “the economy” and not to Canadians. Both have earmarked billions of dollars to corporate interests while cutting public spending.
- Unions: Potential allies. Often narrowly focused on their members' interests with little regard for the working class as a whole.
- Leftwing groups: Various socialist groups might be sympathetic but could also use alienating language that does not reach a wide audience.

## **Sources:**

- No One Left Behind homepage on J4W's website:

<https://www.justice4workers.org/tariffemergency>

- Factsheet:

[https://assets.nationbuilder.com/decentworknow/pages/6278/attachments/original/1744395184/No\\_one\\_left\\_behind\\_demands.pdf](https://assets.nationbuilder.com/decentworknow/pages/6278/attachments/original/1744395184/No_one_left_behind_demands.pdf)

- Email tool:

<https://win.newmode.net/j4w/tariffcrisis>

- Printable poster:

[https://assets.nationbuilder.com/decentworknow/pages/5749/attachments/original/1742923399/TariffCrisis\\_Poster.pdf?1742923399](https://assets.nationbuilder.com/decentworknow/pages/5749/attachments/original/1742923399/TariffCrisis_Poster.pdf?1742923399)

- Printable leaflet:

[https://assets.nationbuilder.com/decentworknow/pages/5750/attachments/original/1742923370/Tariff\\_crisis-\\_Leaflet.pdf?1742923370](https://assets.nationbuilder.com/decentworknow/pages/5750/attachments/original/1742923370/Tariff_crisis-_Leaflet.pdf?1742923370)

- Instagram: <https://www.instagram.com/fairwagesnow/>

- Facebook: <https://www.facebook.com/fairwagesnow>