



Advocacy Steps for Canadian Christians

There are a number of advocacy actions your congregation can take to strengthen support to small-scale family farmers and improve Canada's contribution to supporting maternal, newborn and child health outcomes around the world. Here are three steps you can take through the Good Soil Campaign:

Harvest of Letters

As Christians we are called to love our neighbors, and speak out on their behalf. As Canadians, we have the tools to influence our government to make a difference in the lives of the most vulnerable. Send a letter to your Member of Parliament to tell her/him:

- You care about poverty and hunger in the world.
- Canada can reduce hunger by investing in agriculture in developing countries.
- Canada's support should focus on small-scale family farmers, especially women.

Ask your Member of Parliament to support investing the aid budget to support small-scale family farmers and request them to convey your message to the Minister of International Development. You can customize our sample letter and send it to you MP.

TIP: Organize a "Harvest of Letters" event with your congregation as a way of taking collective action to support family farmers. After you have posted your letters members can also follow-up with MPs and speak about the matter in person. For more guidance and a print-friendly guide, visit foodgrainsbank.ca/letters.

Social Media

Use social media to raise awareness amongst your community, networks, peers, family and friends. Use #AidforAg and #GoodSoil as campaign identifiers. You can also follow World Renew on Facebook and Twitter and share our Good Soil campaign posts.

Here are some sample Twitter posts:

Small-scale farmers produce 80% of the developing world's food, but ironically their families often go hungry #AidforAg

Encourage the Canadian government to support small-scale farmers through increased #AidforAg #Good Soil

TIP: Members of Parliament are active on social media. Use social media to reach out to them. Contact the Good Soil Advocacy Manager to get tips and for help finding MPs on social media.

Sign a postcard:

Show your support by signing a postcard to the Prime Minister. Contact the Good Soil campaign Advocacy Manager at World Renew to order your postcards (contact information below). The postcards come with a pre-written message encouraging the Prime Minister to invest a proportion of the aid budget in small-scale family farming. There is also a little space to personalize the message if you wish.



TIP: As a congregation you can demonstrate your solidarity with female farmers by collecting the signed post cards during a Sunday offering on Maternal and Child Health Sunday or on a following Sunday of your choosing.

If you take part in any of these advocacy actions let us know! We keep track of all mobilization efforts as well as share the stories with other World Renew supporters.

For more tools and resources, information or to learn about other ways you can get involved visit our webpage at worldrenew.net/goodsoil or contact the Advocacy Manager for the Good Soil Campaign at mmendonca@worldrenew.net

Sample Letter using the Engage-Problem-Inform-Call to Action (EPIC) format:

First, find your Member of Parliament by visiting the Parliament of Canada website at parl.gc.ca/senatorsmembers.aspx .You simply enter your postal code in the “House of Commons” section of the homepage.

You can use the following sample letter guide to help you with the wording of your letter. Remember to always keep a polite, positive and respectable tone. Make sure that you also include your return address on the letter so that you Member of Parliament can reply back.

Subject: Support Maternal Health and Child Nutrition by Supporting Smallholder Farms

<p>ENGAGE (start your letter with something positive and to hook the reader)</p>	<p>Dear <u>(name of your Member of Parliament)</u>,</p> <p>I am pleased that Canada has taken a leadership role in ending global hunger, and that Canada is prioritizing aid for sustainable agriculture, nutrition and food assistance. These are all important aspects of ending global hunger.</p>
<p>PROBLEM (Your MP might not be aware of the issue. Explain it and provide some context)</p>	<p>However, Canada’s aid spending on sustainable agricultural development is in decline. As a supporter of World Renew, I would like to see Canada’s aid restore a focus on agricultural development, especially for small-scale family farmers and women.</p>
<p>INFORM OF SOLUTION (Personalize the letter; say why the issue matters to you. Link it back to MNCH — a top development priority for Canada)</p>	<p>Evidence in addition to in-country program evaluations conducted by international organizations like World Renew have shown that past government investments supporting small-scale family farmers is an important and effective way to reduce world hunger and promote the health and well-being of all, especially mothers and children. Such investments are important to supporting the health of mothers, children and newborns. It is also vital for building strong economies and a safer, healthier world.</p>
<p>CALL TO ACTION (Clearly state what you are asking for or what actions you want your MP to take)</p>	<p>I urge the Canadian Government to increase financial support for the world’s most vulnerable farmers. I request that you convey this important message to the Prime Minister’s Office and to the Minister of International Development.</p> <p>Sincerely,</p> <p>(Your Name) _____</p>