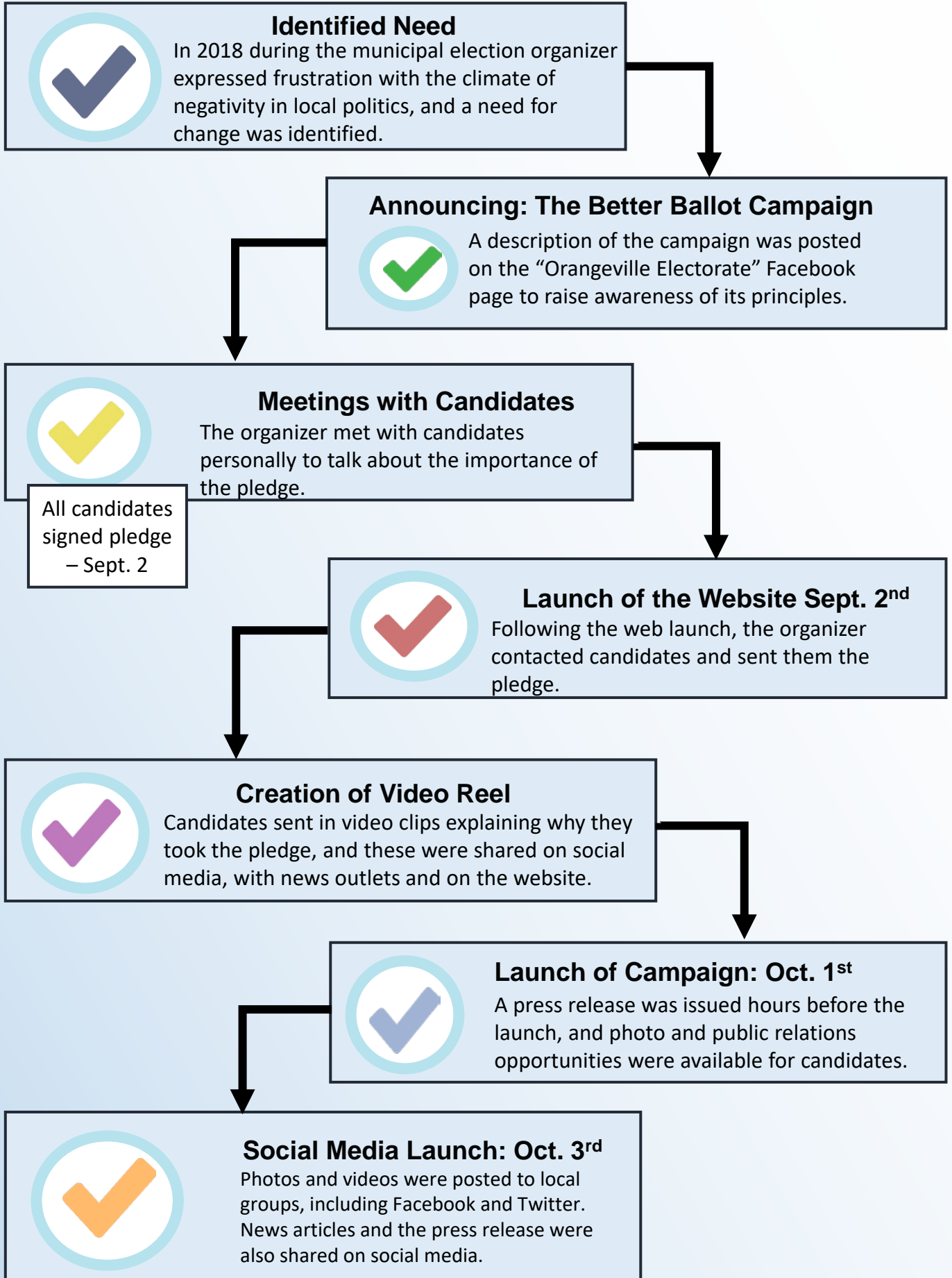


Case Study: Dufferin-Caledon

Steps taken by Better Ballot Campaign (BBC) organizers in the Dufferin Caledon region for the launch of a successful BBC.



“After that, the Better Ballot Campaign took on a life of its own.”

BBC materials were advertised at debates and principles were discussed at local political events. An online presence was maintained through social media and communication with media sources.