



**future
majority**

**majorité
future**

www.futuremajority.ca

Our Team



Theory of Change

**Young people have
POWER**





politicians need to start

s to us.



21 Campuses
in competitive
ridings



389 paid
canvassers



4,200 hours
of canvassed
over 5 days



26K students
walked to the
polls



830K texts
sent to students.

Change in Average Voter Turnout

Average increase
in number of
votes on Future
Majority campuses
compared to
non-FM campuses.

Nationwide

+52%

Suburban, Exurban, & Rural

+95%

905

+133%

Non-905

+46%

Prairies

+50%



How We Did It

1. Focus on rural, suburban, exurban youth
1. Technology powered campaigns
1. Social media & digital advertising



Message of Hope



38
national
news stories

28M
estimated media
impressions

\$ 3.1M
would be needed
to reach this
audience with paid
advertisements.

NEW KIDS ON THE BLOC

What do Canada's youth think of the federal Liberal's Defeat?


Campus groups urge young voters to hit the polls

Your garden group Future's Majority aims to motivate young Canadians to vote

SUNDAY STAR

Delivering a message that 'young people have power'

Dealbreakers Report



future majority

majorité future

#dealbreakers

Make or break factors for Canada's largest voting block

What Young Canadians Want

**Cut fossil fuels subsidies
and invest that \$ into
renewable energy**



**Collaboration on
any new energy
projects in their
communities**



**Support the carbon
tax and want the
government to end
benefits from the
carbon tax for
millionaires**

**Ban on single
use plastics
by 2022**



Why Don't You?

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1. Social media & digital advertising



THANK YOU