



Top actions that organizations should take to promote the Canada Learning Bond

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Community organizations that want to raise awareness about the Canada Learning Bond (CLB) and increase local take-up rates should always try to develop partnerships with the School Districts. This is important as it will help to secure permission to connect with parents of children in Elementary and Middle Schools. An organization may or may not be able to distribute information through the school district's email newsletter distribution lists due to privacy issues. Knowing what permission is required will help an organization plan and implement their actions appropriately.