



Tips to Launch Your Canada Learning Bond Promotion

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1. Find a champion with funding

Community organizations should look for a local champion who is able to provide leadership and is willing to provide some funding for a Canada Learning Bond (CLB) project. Seed money is important to get things off the ground as there may be costs and incidentals associated with the outreach, including photocopying posters, mailing letters, or paying for a table at a sign-up event.

2. Community engagement and finding partners

Community organizations should try to identify potential partners that are already working with families and kids that are likely eligible for the CLB. It would be ideal if that partner was able to work the application into their own intake process. This partnership can also enable the organization to share the associated expenses.

3. Engage financial institutions

Community organizations should connect with their local branches as they are key partners in a CLB campaign. It's best to reach out to them early on to ensure that the branch staff know about the CLB. Meeting with local financial institutions is also a great way to identify their perspective and to ensure that the community organization and financial institution are using the same language to help families open no-cost RESPs and apply for their child's CLB.

4. Start with a work plan from the get-go

Community organizations should think about starting with a work plan to help them to stay on track, stick to timelines, and make sure that planned events are happening as planned. The plan could include local, provincial, or national special days and community events that would interest CLB-eligible families. The best part of having a work back plan is that it can be used to review and measure a community organization's success after a campaign is over, or after the first year of activity.