

Free money.
For *your* kids.
Yes, really.



Canada Learning Bond

PROMOTIONAL TOOLKIT



DID YOU KNOW?

70%
of jobs
require a
post-secondary education.



The ***sooner*** you start
saving, the more ***money***
your child will have
for the ***future!***

This toolkit was created as a resource for you to use to promote the Canada Learning Bond. The Chatham-Kent Best Start Children Charter of Rights states that, “Every child has a right to learning and training—to be the best that he or she can be”.



It is what *dreams* are made of.

Everyone knows that in order to make dreams a reality, post-secondary education is necessary—and it can be expensive. That's why we have created the Canada Learning Bond Toolkit: to let families know that there is free money and other grants that will help them start saving early.



WHY IS THIS IMPORTANT?

- + In Chatham-Kent, compared to the province, we have a lower percentage of people who hold a post-secondary certificate, diploma or degree. **WE CAN HELP CHANGE THESE STATISTICS!**
- + There are families in our community who could never imagine their child obtaining a post-secondary education. **WE CAN HELP SHIFT THE MINDSET!**
- + In 2015, only 23% of eligible Chatham-Kent families took advantage of the Canada Learning Bond. **WE NEED TO ENSURE 100% OF FAMILIES KNOW ABOUT IT.**
- + As a community, by helping promote the Canada Learning Bond, we are saying **EDUCATION IS VALUABLE** for employment, health and quality of life.
- + **EDUCATION ISN'T GETTING ANY CHEAPER.** Planning ahead is the best way to prepare for post-secondary education.



	CANADA LEARNING BOND	CANADA EDUCATION SAVING GRANTS
WHAT	\$500 FREE money on enrollment, and \$100 per year until he or she turns 15 years old, to a maximum of \$2,000	Grant will give you 20% on every dollar of the first \$2,500 you save in your child's RESP each year, to a maximum of \$7,500; this can increase to 30-40% on the first \$500/year, based on income
WHO QUALIFIES	Based on income; anyone who receives the National Child Benefit Supplement	Anyone
WHAT AGE	Born January 2004 and later	Needs to be started before the end of the year that the child turns 15 years of age
HOW TO ACCESS	www.canlearn.ca	

HELP SPREAD THE WORD!

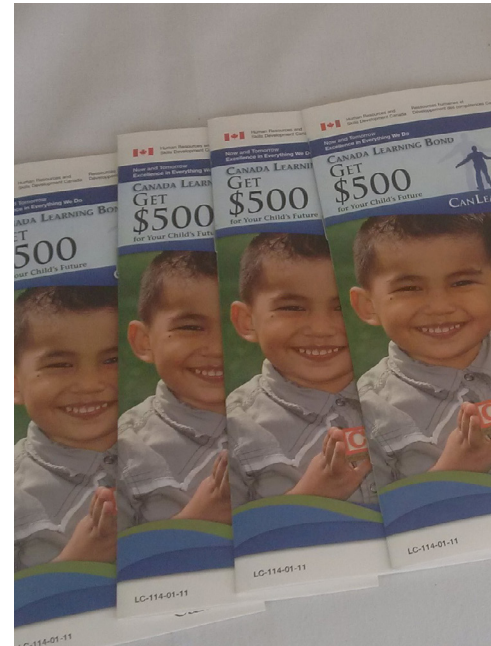


Be a community champion by spreading the word throughout your organization, networks, families and friends. The goal is to have every eligible family in Chatham-Kent accessing the Canada Learning Bond. The first step is to ensure that families are aware of the program, and this is where you can help spread the word. The following examples can be used, but we encourage you to be creative and find new and innovative ways to engage and share the importance of the value of post-secondary education. The picture on the left shows Employment and Social Service Staff at the Family Fun Night, where they were handing out bags of popcorn that said “Your future is Popping with Possibilities” and hot chocolate that said “Knowledge is Hot Stuff”.

Other examples of activities taken are:

- + Frisbees handed out at Community Events
- + Brochures distributed to every Child Care Centre in Chatham-Kent
- + Municipality of Chatham-Kent Drawing Contest with a chance to win money into an RESP

Help spread the word year round and intensify your efforts during Education Savings Week, which is held each November. This provides a prime opportunity to combine promotion efforts.



Visit www.learnck.ca for resources!

Here are a few examples of what you'll find ...

- + A web banner for your website
- + Multiple newsletter options
- + What channels to follow on social media to retweet and repost
- + Sample tweets
- + Sample email for employers
- + Posters for your organization/business
- + Information on how to access brochures
- + Presentations and slide decks
- + Links to useful website



Web Banner

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www.learnck.ca



Social Media Hashtags and Promotional Material

A few examples ...



#RESP – Registered Education Savings Plan

#CanadaLearningBond – Canada Learning Bond

#learnck

Newsletters



Canada Learning Bond

Was your child born in 2004 and later?

Do you receive the National Child Benefit Supplement?

Your child may be eligible for the FREE \$500 Canada Learning Bond, to put into an RESP . If you haven't signed up yet, what's stopping you? Your child could receive \$100 per year until he or she turns 15 years old, to a maximum of \$2,000, no contribution required.

Don't have a Social Insurance Number? It's free.

Call 1-800-O-Canada or find out more online at www.canlearn.ca/clb.

Sample Tweets

Save for your child's education -

#CanadaLearningBond offers \$500 FREE money to help get you started. www.learnck.ca

For every \$ you put in an **#RESP**, the **#GoC** adds 20 cents, for lifetime maximum of \$7,200.
#EduSaveWeek

NO COST involved to start a **#CanadaLearningBond**. Receive \$500 on enrolment and \$100/year until child reaches 15 years. www.smartsaver.org/startmyresp/

Sample Emails



Canada Learning Bond

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Dear Employees,

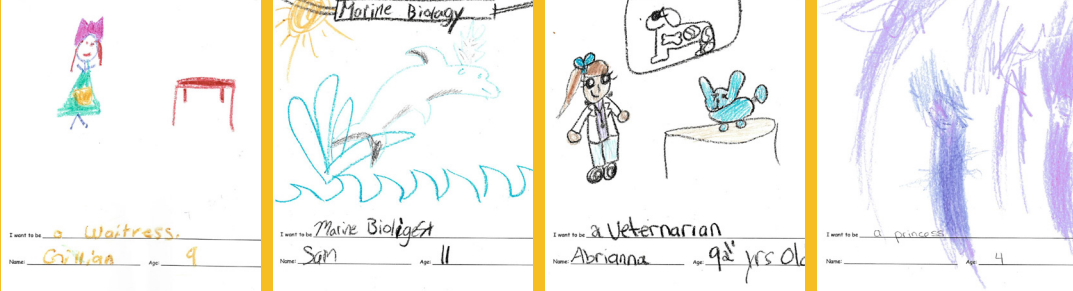
Do you have a family member, grandchild, and friends or know of any children in school? Each day we connect with people and share stories. DID YOU KNOW that the Canada Learning BOND provides grants of FREE money up to \$2,000 for children who are eligible*? Post-secondary education is a valuable asset for employment, health and our quality of life. We know the cost of post-secondary education is rising, so planning ahead is the best way to prepare.

The purpose of this email is to ask you to help spread the word. Below are more details—go to www.learnck.ca to find out more!

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WHAT	\$500 FREE money on enrollment and \$100 per year until he or she turns 15 years	Grant will give you 20% on every dollar of the first \$2,500 you save in your child's RESP each year, to a maximum of \$7,500;



Pictures courtesy of
Chatham-Kent
Workforce Planning Board



HAVE A GREAT IDEA OR QUESTIONS?

Contact the Municipality of Chatham-Kent, Health and Family Services
at 519-351-8573 or email ckess@chatham-kent.ca



Think clean and green. Please recycle me!
To compost, simply remove the binding and shred.

October 2015