

## CPF Network Branded Key Messaging

Updated June 2018 – for use immediately. Next Board Review: Spring 2019.

### CONFIRMED KEY MESSAGING

#### **Our Core Idea - Why Canadian Parents for French exists**

Every student in Canada should have the opportunity to learn and use French.

Youth in Canada should have the opportunity to learn and use French.

(Accept both 'student' or 'youth', depending on context)

#### ***Our Mission – How***

Canadian Parents for French promotes and creates opportunities for youth to learn and use French.

#### **Our Vision – What We Want**

A Canada where French and English are an integral part of daily life.

#### **Our Distinguishing Characteristic – About Canadian Parents for French**

Canadian Parents for French is a nationwide, research-informed, volunteer organization that represents 25,000 members across Canada and champions the opportunity to learn and use French for all those who call Canada home.

(General, Footer for Media Releases, CPF Magazine)

#### **Our Brand Proposition – CPF in a Nutshell:**

*“The ability to communicate in more than one language fosters creative, empathetic and adaptive people who access far-reaching opportunities and enhance the social and economic prosperity of our country.*

*At Canadian Parents for French, we believe Canada has an enviable capacity to ensure that upcoming generations develop this ability in both official languages. We work to ensure that all learners have the opportunity, support and motivation to learn and use French.”*

#### **Our Underlying Beliefs**

- Everyone in Canada should have the opportunity to learn and use French.
- Everyone in Canada should be able to enjoy the many benefits of learning French.
- Everyone in Canada should have the opportunity to access services in the official language of their choice.
- Learning more than one language enhances options and opportunities for everyone in Canada.
- Multilingualism, including proficiency in French, enriches young people's lives.

July 2018

### **Our Network Pillars of Focus**

- Youth
- Parents, Members and Volunteers
- Decision Makers
- Organization

### **Our Network Commitments – CPF is committed to:**

- *creating and promoting opportunities for youth to learn and use French*
- *supporting a collaborative network of parents, members, volunteers and partners*
- *informing and influencing decision makers and stakeholders*
- *leading a dynamic, strong and effective organization*

### **Our Network Values**

- *Inclusivity and respect in all our interactions.*
- *Open communication and collaboration among all stakeholders.*
- *Objective and evidence based positions.*
- *Innovative and aspirational mission and goals.*

### **Our Network Guiding Principles**

- *Canadian Parents for French aspires to adapt, grow and enhance the access to and value of its services to youth, members and stakeholders across the country.*
- *Working together demonstrates a cohesive approach, strong leadership, increasing its presence and visibility as a strong organization across the country.*
- *By collaborating as a Network, Canadian Parents for French optimizes its impact on French learning opportunities for youth across Canada.*

### **Taglines (Promotional Materials)**

- *Proud of Two Languages – Nos deux langues, notre fierté*
- *More French S.V.P!*
- *French for Life (Manitoba Project)*
- *Say “Oui” to Opportunity (Manitoba Project)*
- *Poutine SVP! (Quebec Project)*
- *FrenchStreet.ca (Ontario Project)*
- *Be Bilingual - Make Canada a “Oui” Bit Better (National Project)*
- *Affiche ta Franco! (National Project)*

### **Additional Ideas Shared**

*Changing the Face of Bilingualism in Canada – One Child at a Time /*

*Changing Canada through Bilingualism – One Child at a Time.*

*For a Bilingual Canada ... Hear our Voice.*

*Parent Engagement Matters / Volunteer Engagement Matters*

*French for All Who Wish!*

*Bilingualism Counts.*

*Expand Your Mind. Expand Your World. Learn French.*

*Bilingualism. More than one view of the world!*

*Speak your Mind – in French and English!*

*Strength in Bilingualism / Bilingualism our Strength!*

*More Languages = More Opportunities*