

## Toolkit for Action - #ShovelReadyHeritage

### The Heritage Sector Wants to Drive a Green Recovery post-COVID-19

On April 23, 2020, the heritage places sector wrote a [letter](#) to five Federal Ministers recommending federal funding for heritage places to spur the economic recovery from COVID-19. Now we need your help to influence decision making.

#### What Organizations and Individuals Can Do to Ensure Stimulus Funds are Earmarked for Heritage Projects:

Thanks in advance for doing one or more of these things without delay.

- 1. Contact Key Partners, Influencers and Decision Makers to urge their support AND request a phone call/meeting.** A draft message and email links are below. Consider attaching the heritage places sector [letter](#) sent to five Federal Ministers recommending stimulus funding, by downloading it and attaching it to your message.

Find a draft cover message for your email [here](#) and send your message to some, or all, of the following, provided in order of priority:

- a. The Premier and/or the Infrastructure Minister or Infrastructure Director in your province/territory:
  - [The Hon. Scott Moe, Premier of Saskatchewan](#)
  - [The Hon. Doug Ford, Premier of Ontario](#)
  - [The Hon. François Legault, Premier of Québec](#)
  - [The Hon. Stephen McNeil, Premier of Nova Scotia](#)
  - [The Hon. Blaine Higgs, Premier of New Brunswick](#)
  - [The Hon. Brian Pallister, Premier of Manitoba](#)
  - [The Hon. John Horgan, Premier of British Columbia](#)
  - [The Hon. Dennis King, Premier of Prince Edward Island](#)
  - [The Hon. Jason Kenney, Premier of Alberta](#)
  - [The Hon. Dwight Ball, Premier of Newfoundland and Labrador](#)
  - [The Hon. Caroline Cochrane, Premier of the Northwest Territories](#)
  - [The Hon. Sandy Silver, Premier of Yukon](#)
  - [The Hon. Joe Savikataaq, Premier of Nunavut](#)

To find Infrastructure Ministers and Directors:

[Saskatchewan Ministry of Highways and Infrastructure](#)  
[Ontario Ministry of Infrastructure](#)  
[Société québécoise des infrastructures](#)

[Nova Scotia Transportation and Infrastructure Renewal](#)  
[New Brunswick Transportation and Infrastructure](#)  
[Manitoba Infrastructure](#)  
[British Columbia Ministry of Transportation and Infrastructure](#)  
[Prince Edward Island Transportation, Infrastructure and Energy](#)  
[Alberta Infrastructure](#)  
[Newfoundland and Labrador Infrastructure](#)  
[Northwest Territories Infrastructure](#)  
[Yukon Infrastructure](#)  
[Nunavut Infrastructure](#)

- b. To find other provincial Ministers or Directors in your province/territory: Eg. Heritage, Tourism, Culture

<a href="#">Saskatchewan</a>	<a href="#">Prince Edward Island</a>
<a href="#">Ontario</a>	<a href="#">Alberta</a>
<a href="#">Québec</a>	<a href="#">Newfoundland and Labrador</a>
<a href="#">Nova Scotia</a>	<a href="#">Northwest Territories</a>
<a href="#">New Brunswick</a>	<a href="#">Yukon</a>
<a href="#">Manitoba</a>	<a href="#">Nunavut</a>
<a href="#">British Columbia</a>	

- c. To find your Provincial MPP or MLA:

<a href="#">Saskatchewan</a>	<a href="#">Prince Edward Island</a>
<a href="#">Ontario</a>	<a href="#">Alberta</a>
<a href="#">Québec</a>	<a href="#">Newfoundland and Labrador</a>
<a href="#">Nova Scotia</a>	<a href="#">Northwest Territories</a>
<a href="#">New Brunswick</a>	<a href="#">Yukon</a>
<a href="#">Manitoba</a>	<a href="#">Nunavut</a>
<a href="#">British Columbia</a>	

- d. To find Municipal Mayors or Members of Council and/or the Association of Municipalities in your province/territory

<a href="#">Saskatchewan</a>	<a href="#">Prince Edward Island</a>
<a href="#">Ontario</a>	Alberta – <a href="#">Rural</a> or <a href="#">Urban</a>
<a href="#">Québec</a>	<a href="#">Newfoundland and Labrador</a>
<a href="#">Nova Scotia</a>	<a href="#">Northwest Territories</a>
<a href="#">New Brunswick</a>	<a href="#">Yukon</a>
<a href="#">Manitoba</a>	<a href="#">Nunavut</a>
<a href="#">British Columbia</a>	

- e. To email key Federal Officials –

- i. [Infrastructure and Communities](#)
- ii. [Environment and Climate Change](#)

iii. Your Federal MP - [Find Your MP's contact information](#)

- f. Other high-ranking federal or provincial officials in your region.

## 2. Crowdsource the list of #ShovelReadyHeritage Projects

Let's crowdsource the list of potential construction projects at older and heritage places – repair, deferred maintenance, accessibility upgrades, additions, retrofit, emergency stabilization work – these can be projects that are ready to go, or could be ready soon – any projects that would create jobs for Canadians.

- a. [Click here to share our pinned Tweet](#) about the campaign to influence post-COVID-19 economic stimulus programs and encourage your followers to get on board! Simply 'ReTweet' or add your own comment (don't forget to include the hashtag #ShovelReadyHeritage).
- b. Do you know projects? Fill out [this form](#) or send an email with the basic details to [ShovelReadyHeritage@nationaltrustcanada.ca](mailto:ShovelReadyHeritage@nationaltrustcanada.ca)
- c. Do you know Developers, Faith Groups, local Governments who might have heritage places and construction projects that would create new jobs if stimulus funding were available? Share this tool kit with them and ask them to take action.

## 3. Make Noise on Twitter

Twitter is the best Social Media Platform to get political and media attention. You need an account. It's easy!

- **Use your Twitter account to share existing tweets:** Go to Twitter, use the searchbar to find tweets that used the #ShovelReadyHeritage hashtag. Re-tweet as many as you like, especially those that are from your region, and be sure to 'tag' the PM and the provincial/territorial premier by including their Twitter handles (listed below) so that they will be notified about your post, like so:



Here are Twitter handles for the PM and provincial/territorial premiers to include in your tweets:

[@CanadianPM](#) – The Right Hon. Justin Trudeau, Prime Minister of Canada  
[@PremierScottMoe](#) - The Hon. Scott Moe, Premier of Saskatchewan  
[@fordnation](#) - The Hon. Doug Ford, Premier of Ontario  
[@francoislegault](#) - The Hon. François Legault, Premier of Québec  
[@StephenMcNeil](#) - The Hon. Stephen McNeil, Premier of Nova Scotia  
[@BlaineHiggs](#) - The Hon. Blaine Higgs, Premier of New Brunswick  
[@BrianPallister](#) - The Hon. Brian Pallister, Premier of Manitoba  
[@jjhorgan](#) - The Hon. John Horgan, Premier of British Columbia  
[@dennyking](#) - The Hon. Dennis King, Premier of Prince Edward Island  
[@jkenney](#) - The Hon. Jason Kenney, Premier of Alberta  
[@DwightBallNL](#) - The Hon. Dwight Ball, Premier of Newfoundland and Labrador  
[@CCochrane\\_NWT](#) - The Hon. Caroline Cochrane, Premier of the Northwest Territories  
[@Premier\\_Silver](#) - The Hon. Sandy Silver, Premier of Yukon  
[@JSavikataaq](#) - The Hon. Joe Savikataaq, Premier of Nunavut

- **Create your own posts** to share #ShovelReadyHeritage projects. Tag key politicians by including their Twitter handles in the post, so they will be notified of your tweet. Like so:

*This #ShovelReadyHeritage project at [name of site] will support my community's economic recovery. Make sure recovery stimulus funding includes investment in heritage. @CanadianPM @nationaltrustca [tag your own provincial premier and MP]*

*[Name of site] is ready to build a green future; we have a project that is #ShovelReadyHeritage. Make sure recovery stimulus funding includes investment in heritage. @CanadianPM @nationaltrustca [tag your own provincial premier and MP]*

*This #ShovelReadyHeritage project will create green jobs and support community resilience. Make sure recovery stimulus funding includes investment in heritage. @CanadianPM @nationaltrustca [tag your own provincial premier and MP]*

- More Twitter accounts to mention:
  - [@CathMcKenna](#) – Canadian Minister of Infrastructure and Communities
  - [@JonathanWNV](#) – Canadian Minister of Environment & Climate Change
  - [@Cafreeland](#)– Deputy Prime Minister, and Canada's Minister of Finance

#### 4. Participate in 'Gatherings of the Heritage Sector'

Don't miss the next 'gathering of the heritage sector' on the first and third Tuesday of the month at 12:15 pm ET. You are invited to join these teleconferences with a **pan-Canadian**

**working group of volunteers, leaders and champions** to keep the conversation going on federal, provincial-territorial stimulus for heritage places. [Register here](#)

## 5. Want to Talk?

National Trust contact information:

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