



CANADIAN PARENTS FOR FRENCH



Canadian Parents for French collaborates as a network to optimize our impact and furthers bilingualism by promoting and creating opportunities for youth to learn and use French.

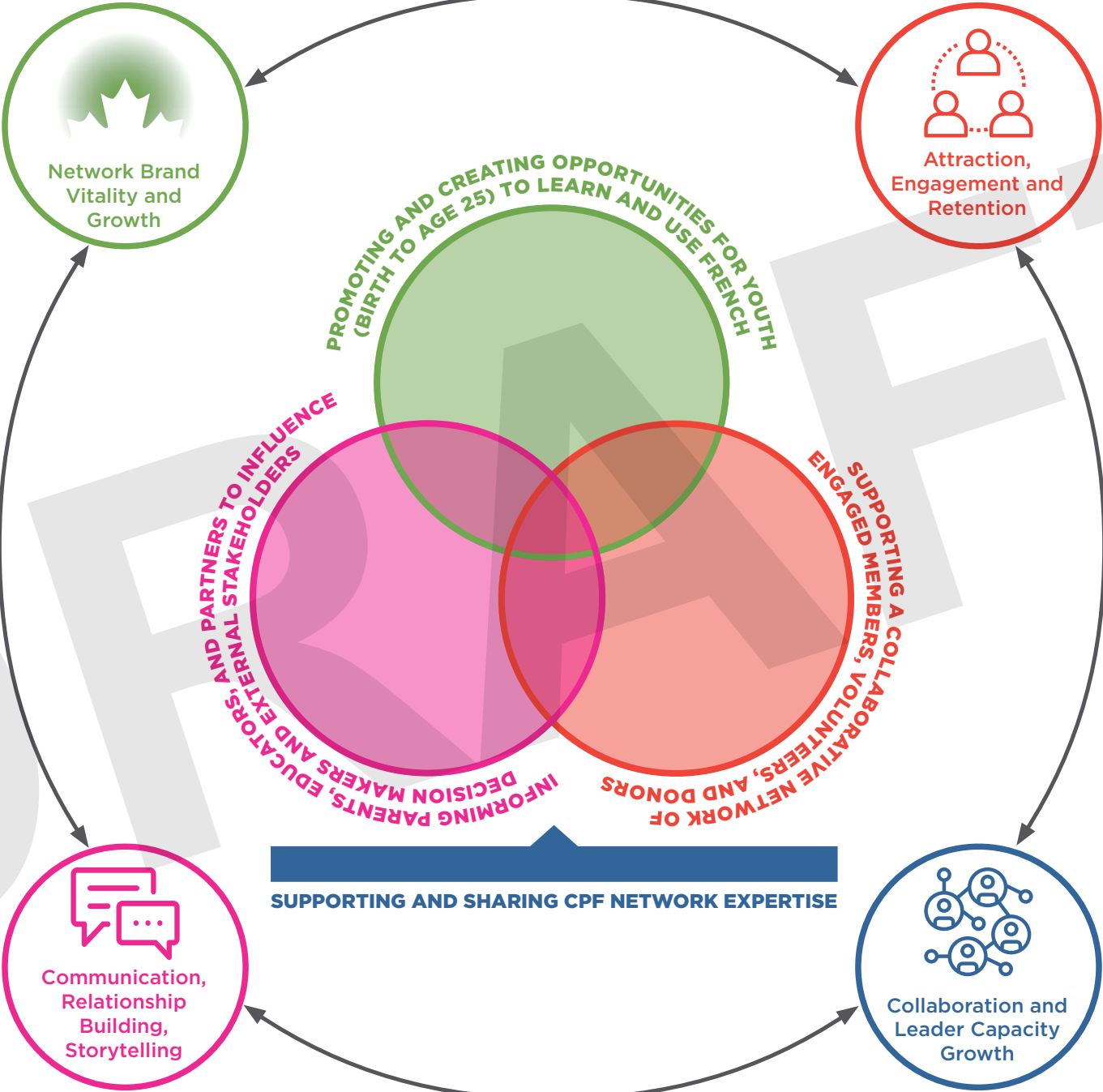
80,700+
Young People Reached

25,300+
CPF Members

14,000+
Parents Reached

144
Active Volunteer Chapters

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



PILLAR A. PROMOTING AND CREATING OPPORTUNITIES FOR YOUTH (BIRTH TO AGE 25) TO LEARN AND TO USE FRENCH

TARGETED DIRECT RESULTS

A.1 - Increased access to and participation in French language activities, services, and spaces by French second language youth within their local community, province/territory, and across Canada

A.2 - Increased understanding among French second language youth of the benefits and value of French language learning and official language bilingualism

PRIORITIES / AREAS OF ACTION

A.1.1 - Consolidate, promote and increase knowledge of CPF activities and OL bilingual programs, resources and supports including web and media tools throughout the CPF Network

A.1.2 - With partners, encourage access to and use of French language activities, services and community spaces by youth in collaboration with our partners

A.2.1 - Encourage and support youth to learn and exchange ideas about the value of French language learning and OL bilingualism building a sense of community belonging

A.2.2 - With partners, promote the benefits of FSL and OL bilingualism and address emerging issues such as linguistic security and bilingual careers/employability

STRATEGIES

- Deliver cohesive and consistent CPF Network youth activities, cultural, career-related and literacy events (both in-person and online) expanding reach into urban centres, rural communities and the North
- With partners, organize, facilitate, support French language opportunities, events, and activities for youth
- Advocate for the inclusion of FSL youth in accessing and participating in French language services and programs
- Review and expand the public speaking celebration to be more inclusive of, and responsive to, the needs of youth from diverse backgrounds

- Develop and promote incentives, scholarships, online supports, and other opportunities for youth
- Monitor and share success stories of FSL youth engagement and participation through coordinated CPF Network communications (marketing, social media)
- Identify and utilize accessible, youth-friendly, and youth-driven approaches for communications and programming to reach and inform a broader youth audience

Linguistic Security: Feelings of confidence in the mind of a speaker surrounding their use of language, as opposed to “insecurity” or feelings of anxiety or self-consciousness, often linked to speech varieties or accent and may be linked to perceptions of language quality when compared to a native speaker.

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

PILLAR B. SUPPORTING A COLLABORATIVE NETWORK OF ENGAGED MEMBERS, VOLUNTEERS, AND DONORS

TARGETED DIRECT RESULTS

B.1 - Increased understanding of the value of FSL learning and official language bilingualism by current and potential CPF members

B.2 - Improved recruitment, retention, and support of members, volunteers and donors through a deepened understanding of their profiles, motivations and desired roles

PRIORITIES / AREAS OF ACTION

B.1.1 - Consult with and engage current and potential CPF members to better understand and respond to their needs and deepen their allegiance to our cause

B.2.1 - Consult with and engage current volunteers and donors to better understand and respond to their needs and create a strong pool of informed official language champions

STRATEGIES

- Consult and collect data within and outside the CPF Network to better understand the current needs and interests of diverse families across Canada
- Work collaboratively as a Network to recruit and retain members, develop an effective member renewal process, and deliver effective member campaigns
- Develop and implement a CPF Network coordinated communication strategy to disseminate information in meaningful and effective ways
- With partners, increase awareness of the value of French second language learning

- Consult and collect data from volunteers and donors to understand the needs and interests of these groups and inform decision making
- Deliver education sessions and provide volunteer tools and supports to increase knowledge, delivery of quality programs and CPF Network collaboration
- Conduct an annual 'Donor Engagement Campaign' to build interest in and support strategic growth initiatives across Canada
- Share individual French language learning stories via internal and external channels

Official Language Bilingualism: The ability to communicate, or the practice of communicating, in both of Canada's official languages, English and French.

PILLAR C. INFORMING PARENTS, EDUCATORS, AND PARTNERS TO INFLUENCE DECISION MAKERS AND EXTERNAL STAKEHOLDERS

TARGETED DIRECT RESULTS

C.1 - Increased knowledge and enhanced capacity for parents, educators, and partners to advocate for quality and accessible French second language education

C.2 - Strengthened CPF Network capacity and increased coordination with key French second language partners to access and influence government representatives/staff, and media at all levels: national, provincial/territorial, and local

PRIORITIES / AREAS OF ACTION

C.1.1 - Build alliances with partners to highlight CPF values, stories and positions on FSL education to influence decision making

C.1.2 - Share research and other data on FSL education to ensure CPF's advocacy continues to be current, relevant and fact-based

C.2.1 - Enhance CPF's profile as an informed and proactive leader among national, provincial/territorial & local stakeholders and media news outlets

C.2.2 - Organize events, consultations and meetings to represent the voice of French second language families in Canada

STRATEGIES

- Share research and facts about FSL education through accessible communications approaches to reach and to inform a broader audience
- Build effective working relationships with national, provincial/territorial, and local official language and linguistic duality partners to support greater alignment of efforts and messaging in the education sector
- Participate in partner events and consultations for educators, parents, administrators, and other key stakeholders to inform and increase capacity to offer quality FSL education

- Develop and implement a Network media strategy to better tell the communicate CPF and members' stories
- Host National, Branch and Chapter annual stakeholder events and follow up meetings as part of a CPF Network government relations strategy to increase CPF presence, visibility, and influence with decision makers
- Align common messaging between CPF Network and key partners to build alliances and increase impact in advocating for the value of official language bilingualism

Linguistic Duality: The presence of two major linguistic groups within the same country, with linguistic minority communities spread across the country. The recognition of the equal status of the two linguistic communities is the spirit of Canada's social contract.

PILLAR D. SUPPORTING AND SHARING CPF NETWORK EXPERTISE

TARGETED DIRECT RESULTS

D1 - Increased cohesion and communication within the CPF Network to strengthen governance and operational capacity

D2 - Increased opportunities for emerging leaders to connect with and to inform CPF on trending official language bilingualism / FSL learning issues

PRIORITIES / AREAS OF ACTION

D1.1 - Ensure high levels of competence in governance and operations

D1.2 - Support learning/capacity-building opportunities to develop governance and operational excellence

D2.1 - Recruit emerging leaders to share stories and perspectives

D2.2 - Offer opportunities and support to FSL learners and allies to assume leadership roles within and outside the CPF network

STRATEGIES

- Collaborate via CoP, CoED, National Committees, Boards to ensure a comprehensive CPF Network perspective
- Offer learning/capacity-building opportunities on key issues including leadership development; transparent decision making and accountable practices; succession planning, funding diversification, and organizational growth
- Offer mentoring and collaboration opportunities to facilitate the sharing of expertise, key lessons and promising practices to develop strategy, mitigate risk and reinforce the CPF Network brand

- Support succession planning by establishing roles and opportunities for emerging CPF leaders.
- With partners, facilitate opportunities for emerging leaders to participate in and to contribute to programs, activities, and projects
- Support emerging leaders to share and exchange their stories and perspectives to inform decision-making at all levels of the organization

Moving Forward Together

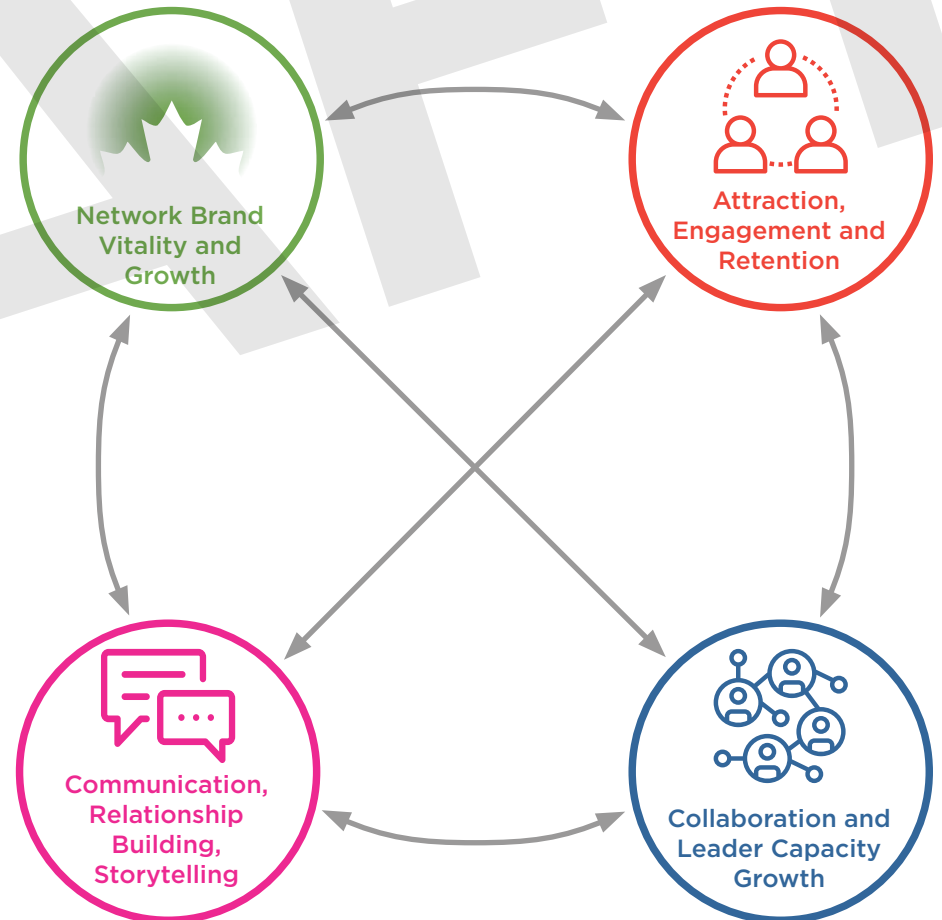
For CPF to be successful in implementing this plan, the following actions should be undertaken to support strategic opportunities:

- Clearly defining issues into manageable pieces, while demonstrating courage in tackling the issues
- Building alliances and collaborating with key people and organizations, including like-minded local groups, networks and the media
- Coordinating volunteers and staff to maximum effect, engaging required skills and capabilities, while growing leadership capacity
- Staying focused, with calibrated actions so the right issue is being addressed while measuring and reporting results.

Desired Results

By 2025, the CPF Network will have:

- Strengthened the CPF Network brand, increased vitality and growth of local youth, parent and family focused programming.
- Improved rates of attraction, engagement and retention of Volunteers, addressing succession planning at all levels of the organization.
- Focused on coordinated communications, targeted relationship building with educational authorities and the media, and improved our storytelling to increase messaging impact.
- Nurtured a culture of learning through collaboration and leader capacity growth initiatives addressing inclusive governance practices, risk management, and philanthropy.



CANADIAN PARENTS FOR FRENCH Organization Chart

Member Roles

- Share CPF beliefs and values
- Promote and initiate opportunities for youth to learn and use French
- Provide diverse voices

Volunteer Roles

- Promote opportunities for youth to learn and use French
- Deliver local CPF supported activities
- Fundraise
- Share knowledge, expertise with others and with CPF

Chapter Roles

- Represent the local voice of CPF
- Recruit members and volunteers
- Organize local involvement in CPF supported activities and fundraising

Branch Roles

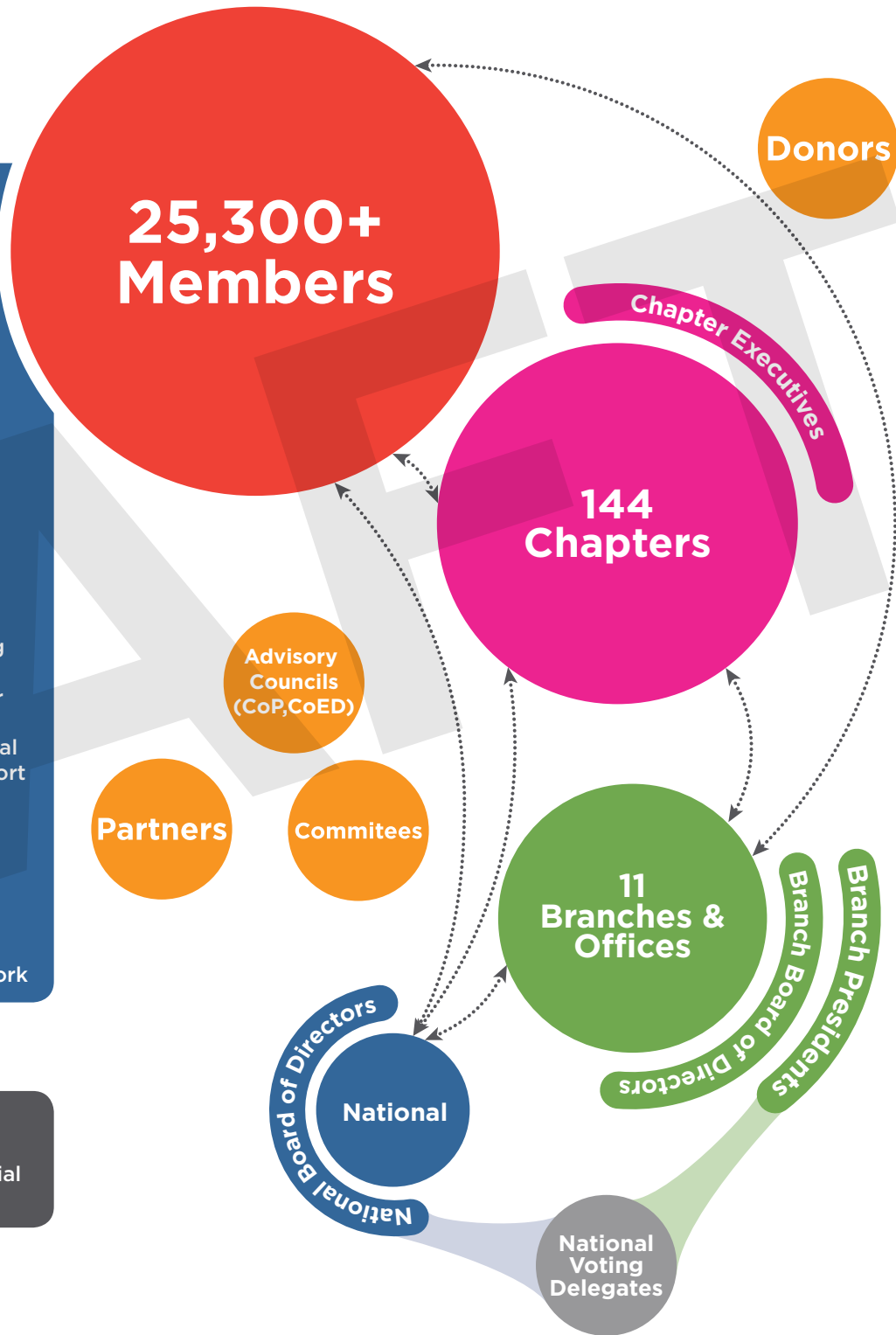
- Represent the provincial and territorial voice of CPF
- Develop Branch bylaws and policies
- Oversee, develop and track strategy
- Assess and monitor financials and risks
- Advocate to key stakeholders, support strategic alliances
- Reinforce the brand in the community
- Plan for succession
- Educate members and support Chapters
- Coordinate and implement provincial/territorial activities

National Roles

- Represent the national, united voice of CPF
- Develop National bylaws and policies
- Scan the environment for emerging opportunities and risks, develop responses
- Lead and oversee Network direction and strategy
- Maintain organizational integrity and continuity, planning for succession
- Assess and monitor financials and risks
- Advocate to national stakeholders, support strategic alliances
- Build the brand across Canada
- Coordinate projects, services and education opportunities on behalf of the Network

National Voting Delegate Roles

- Vote at national Annual General Meetings and Special General Meetings



Canadian Parents for French
 1104 - 170 av. Laurier Ave. W.
 Ottawa, ON | K1P 5V5
 613.235.1481
 @cpf@cpf.ca
 cpf.ca