

CPAA ADVOCACY TOOLKIT



Purpose

The following advocacy toolkit is designed to support CPAA members in their local and national advocacy efforts. It is also intended to help CPAA conduct a united front, with strong, consistent messaging regarding the Government of Canada's **announcement** on the transformation of Canada Post.

CPAA has issued a press release in response to the Government's announcement on the Canada News Wire. It is linked **here** on the home page of CPAA's website.





Why Rural, Remote, and Northern Post Offices Matter

When it comes to advocacy, keeping the "why" of the issue clear is essential. Here are some facts and statistics for members to echo throughout their local and national advocacy efforts:

- Rural post offices are a lifeline, providing access to medications, government correspondence, parcels and basic financial transactions, especially for seniors and low-income residents.
- Canada Post is not only the last mile for mail services in these communities, but in most cases, the only method to receive mail and parcels.
- In times of adversity, post masters and assistants continue to offer a high level of service to the communities they serve.
- When it comes to keeping communities connected, post offices are vital. Canada Post has a responsibility to protect the services that ensure rural dignity.
 - The Minister of Government Transformation, Public Works, and Procurement, Joel Lightbound, has said himself that "Canada Post has an obligation to serve Canadians, in every community in Canada, and this will not change".
- CPAA represents 8,500+ postmasters and assistants across Canada, serving over 3000 communities.
 - Of these 8,500 postmasters and assistants, 92% are women, meaning these post offices are not only essential for community members, but also a core pillar of rural women's ability to obtain employment.

Key Messages

- CPAA members serve as a frontline connection between government and residents.
- Rural post offices are a lifeline, not a luxury.
- There has been no public costing/impact analysis for potential service changes, and the cost of the discontinuation of these services needs to be appropriately considered before any decisions are made.
- Service reductions would not "trim costs", they would widen inequities between Northerners and the rest of Canada.

CPAA is calling on the federal government to commit to:

- Conduct a transparent consultation process before any closures.
- Extend the proposed 45-day window to 100 days and to confirm the moratorium on rural post office closures remains in effect until meaningful consultations occur.
- A guaranteed baseline level of postal service in all rural, remote and Northern communities, including the establishment of a minimum access distance standard.
- Safeguard the jobs of rural postmasters and assistants.



Contacting your Member of Parliament (MP) Important Guidance for Members

CPAA members are encouraged to contact their Member of Parliament (MP) as private Canadian citizens. **To ensure your advocacy is safe and does not create any risk of workplace discipline, please keep the following in mind:**

- Do not engage in advocacy at work or in uniform. Members must avoid distributing petitions, letters, or speaking on this issue during work hours or in a way that could appear to represent Canada Post.
- Do not speak on behalf of CPAA unless you are an authorized
 Officer. Branch presidents and other Officers have specific protections to represent the union; members at large participate as private citizens.
- Focus on your own voice and perspective. Share your experiences
 and concerns as a community member and constituent this helps
 ensure your message is powerful, personal, and safe.

Following these precautions allows members to exercise their democratic rights confidently, while supporting CPAA's advocacy for rural, remote, and Northern communities.

If any CPAA members have questions or need further clarifications, please contact your local union representative. Contact information can be found **here** on CPAA's national website.



How to Contact your MP

Members of Parliament (MPs) are accountable to the people who live in their riding. While CPAA's leadership engages with national decision-makers — including Ministers, Parliamentary Secretaries, and senior public servants — it can be highly effective for members to reach out to their local MP, their most direct link to Parliament.

By contacting your MP, you help ensure your voice is heard where it matters most. A responsive MP's office should:

- Acknowledge your message
- Share the latest information they have
- Outline their position on the issue
- Raise your concern with the appropriate departments and individuals in Parliament

Finding your MP -

To identify your MP and the name of your riding (also called "constituency" or "electoral district"), have your postal code ready and visit: https://www.ourcommons.ca/members/en

Once you find your MP, click their profile and select the "Contact" button to see their email address and office information. If you prefer to send physical mail, you can address it to either their constituency office or their Ottawa office.

Template Letter for your MP

If you'd like to reach out, you can copy and paste the template letter provided. It includes CPAA's key messages and aligns with the current priorities of the Carney government. Be sure to personalize the highlighted sections before sending your message.

Dear MP [insert last name of MP],

I am writing to you as a resident in your riding, and as a member of the Canadian Postmasters and Assistants Association, with concerns about the recent announcement from the federal government regarding the potential closure of Canada Post offices in rural areas.

In rural and remote areas, post offices are a lifeline for Canadians, and the postmasters and assistants in these communities are deeply committed to providing a high level of service. We ensure Canadians have access to medications, government correspondence, and vital services, keeping remote and Northern communities socially and economically connected. The closure of these offices would be detrimental to many communities across the country.

There has been no public costing or impact analysis shared to support the decision to close these offices. The true cost of these closures would be accessibility, connectivity, and in some cases, the livelihoods of community members – a cost that many Canadians simply cannot afford.

There has also been no transparent or meaningful consultation with the public regarding this decision, meaning that the voices of rural and remote communities are being largely left out of any decision-making conversations.

As Canadian postmasters and assistants, we are calling on the federal government to commit to:

- Conducting a transparent consultation process before any closures, including a full assessment of impacts on seniors, low-income residents, rural, remote and Indigenous communities where mail services are vital for medicine, government correspondence, and economic participation;
- Extending the government's proposed timeline for lifting the moratorium on rural post office closures from 45 to 100 days, and providing immediate clarity that the current moratorium remains fully in effect until adequate consultation takes place. This assurance is essential to prevent confusion, protect service continuity, and ensure that consultations with frontline workers, communities, and local governments can proceed in good faith;
- A guaranteed baseline level of postal service in all rural and remote
 communities, covering hours of operation, parcel services, and financial
 transactions, including the establishment of a minimum access distance
 standard. Where closures are considered, viable alternatives such as
 community hubs, mobile units, or local partnerships should be provided to
 prevent service gaps;
- Safeguarding the jobs of rural postmasters and assistants, who are the backbone of local postal service from coast to coast to coast.

As your constituent, I am asking you to use your position to ensure that rural and remote Canadians are heard in this process and that our communities are not left behind.

Thank you for your attention to this urgent matter. I look forward to your response and to seeing your support for protecting rural postal services in our community.

Sincerely,

[Your Name]

[Your Postal Code]

Advocacy Support

If you require support reaching out to your MP or other advocacy efforts, please contact:

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