



2021

"Everyday in Burlington, someone does something for a friend, a stranger or their community. Many times, no one knows the action or even the impact it has. Sure, the city has some larger than life events and local personalities that are exciting, award-winning and newsworthy.....but it's the random acts of community that really build our strength, sense of belonging and defines who we are as a city."

► VISION :

- “Together, We Are Burlington” is a story in itself to build on
 - Opportunity to develop this into something larger
 - It’s catchy and carries a positive message (#BurlOnTogether)
 - Tied to CD section initiatives for Neighbourhood Development

BACKGROUND

Just like building communities, we need to build the campaign so that residents start to recognize

“Together, We Are Burlington”
and learn what this means

How will we do this?

Several thin, white, parallel diagonal lines are positioned in the bottom right corner of the slide, extending from the right edge towards the center.

Phase 1 “Introduce the concept to Burlington residents”

Let's get people talking and sharing!

- ▶ Launching March 29, 2021
- ▶ Gather stories www.getinvolvedburlington.ca/together
- ▶ Information packages to COB committees
- ▶ Tools to Councillor Assistants to help spread the word

PHASED APPROACH

ADVERTISING MEDIUMS

- ▶ Media Release
- ▶ City Update Ads
- ▶ Sidewalk decals (city parks)
- ▶ Large format posters located in SSP
- ▶ Window clings at City Hall and F&E office
- ▶ Digital Displays at Mapleview Mall and Burlington Centre (x4/ea)
- ▶ Posters in Parking Garage display frames, facility TV screens,
- ▶ Corporate social channels

Where will story inspirations come from to make the video?

- ▶ Get Involved *possibly*
- ▶ Identified through committees, Council, etc.

PHASE 1 CONTINUED....

Share your stories

Moments of kindness.

**Together,
we are
Burlington**



 **Community**  **Create**  **Share**  **Celebrate**

Acts of kindness can make you feel welcome, supported and sometimes a part of something bigger. Share your story of a resident who lifts you up.

[GetInvolvedBurlington.ca/together](https://getinvolvedburlington.ca/together)
#BurlIONtogether



CREATIVE APPROACH

Share your stories

Small Acts, Big Impact.



**Together,
we are
Burlington**

 **Community**  **Create**  **Share**  **Celebrate**

Sometimes, it's those little things that can make a big difference in life; reaching out, lending a helping hand. Whether big or small, we want to hear from you about residents who have made a difference in Burlington.

[GetInvolvedBurlington.ca/together](https://getinvolvedburlington.ca/together)
[#BurIONTogether](https://twitter.com/BurIONTogether)



Share your stories

Random Acts of Community.



**Together,
we are
Burlington**

 **Community**  **Create**  **Share**  **Celebrate**

Building a sense of community happens every day. Tell us who helps build your community and makes you proud to call Burlington home.

[GetInvolvedBurlington.ca/together](https://getinvolvedburlington.ca/together)
[#BurIONTogether](https://twitter.com/BurIONTogether)



- ▶ Are you able to help promote the program with your networks?
- ▶ Really want to see stories of inclusivity, newcomer support and celebrations of the diversity of residents in Burlington.
- ▶ If you can help please connect with Denise at denise.beard@Burlington.ca to send the creative and promotional materials to share.

CAN YOU HELP GET THE WORD OUT?