



WORLD FRANCHISE DAY

Celebrating Franchising



MARKETING TOOL KIT

April 4, 2025

Marketing tool kit overview

- The purpose of this document is to provide a general framework for CFA members to promote World Franchise Day (WFD) in their local communities
- The information contained in this document is intended to provide general direction and ideas
- CFA members should feel free to tailor the strategies and tactics to suit the needs of their system and local market



**Canadian
Franchise
Association®**

Growing Together

Table of contents

Objectives and audience	8
World Franchise Day objectives & target audiences	9
General public/consumers	10
Government	11
Media	12
Messaging distribution	13
Franchisors	15
Franchisees	16
Suppliers	17
Implementation Tactics	18
Timing & Priorities	19-20
Social media engagement	21-23
Logo use	24
Reaching Government	28-30
Customer engagement	31-32
Rollout approach	33

About World Franchise Day

- World Franchise Day (WFD) is an international initiative created by the World Franchise Council (WFC) to promote franchising worldwide
- The inaugural World Franchise Day will be June 11, 2025
- The purpose of World Franchise Day is to provide an opportunity for franchise associations, suppliers, franchisors, and franchisees around the world to celebrate franchising together
- By uniting our voices worldwide, our goal is to educate the general public, media, and government about the franchise business model and its positive impact on local communities



**WORLD
FRANCHISE DAY**

Celebrating Franchising



About the World Franchise Council



- The World Franchise Council (WFC) is a non-political association of more than 40 national franchise associations from around the world
- The organization's mission is to support the development and protection of franchising and promote a collective understanding of best practices in fair and ethical franchising worldwide
- The Canadian Franchise Association is an active member of the WFC
- Learn more by visiting the [World Franchise Council website](https://www.worldfranchisecouncil.org/)



Marketing plan

- The CFA worked closely with Reshift Media to develop a marketing plan that WFC members can use as a rough framework to promote World Franchise Day in their home markets
- The plan provides details on:
 - Objectives and audiences
 - Messaging distribution
 - Implementation tactics
 - Strategy rollout



Process

- To arrive at the recommendations in the marketing plan, the CFA led a process that included collaboration with key stakeholders, including members of the World Franchise Council and the Canadian World Franchise Day committee, made up of franchisors and Board members
- Based on initial member feedback, the CFA worked with Reshift to develop a marketing plan tailored to CFA members, including resources to help both franchisor and supplier members participate in the celebrations on June 11, 2025
- A webinar to review the materials and ask questions will take place on Tuesday, April 15



Key dates

- April 6: Official kick-off for World Franchise Day at CFA National Convention
- April 15: [Webinar](#) for CFA members to review materials and ask questions
- May 6: [Follow-up webinar](#) for CFA members to discuss activities and ask questions
- May 27: [Follow-up webinar](#) for CFA members to discuss activities and ask questions
- June 9/10: Last-minute World Franchise Day prep and communications
- June 11: World Franchise Day

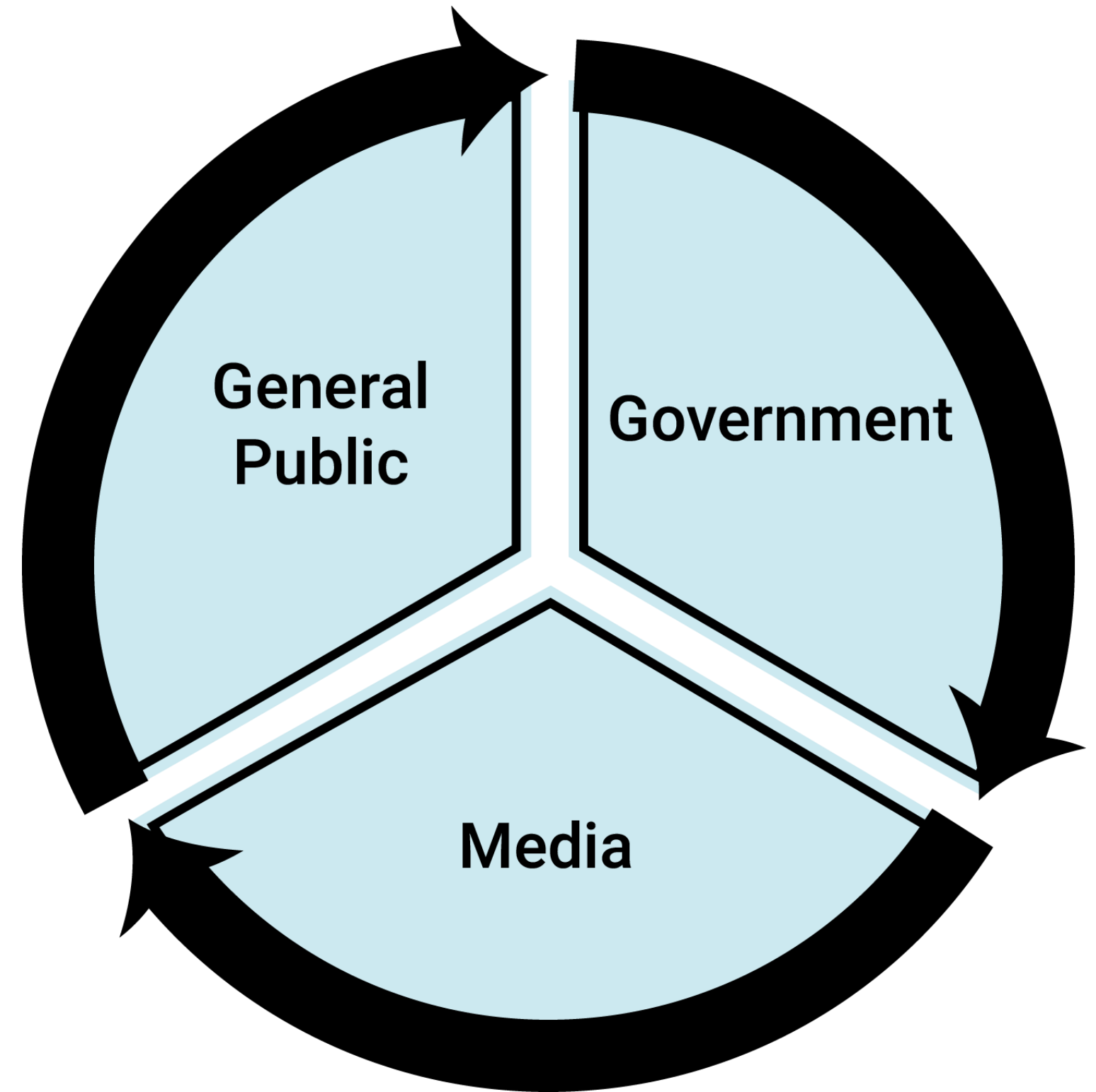


SECTION ONE

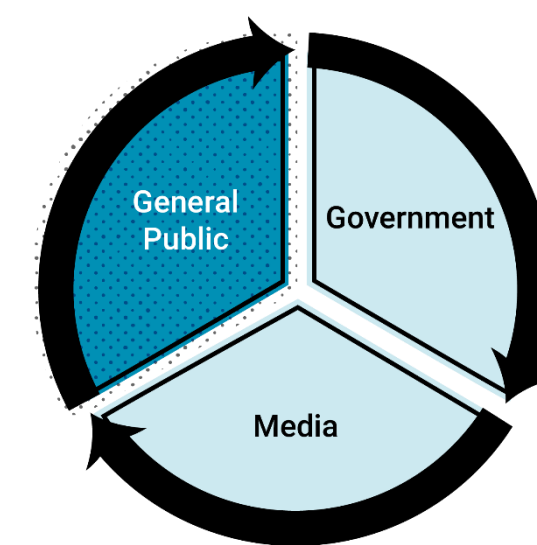
OBJECTIVES AND AUDIENCES

Objectives & target audiences

- The objectives of World Franchise Day are to:
 - Increase awareness about franchising
 - Educate people on the benefits of franchising
 - Participate in a worldwide celebration of franchising
- Our target audiences are:
 - General public
 - Government
 - Media



General public/consumers



Why we are targeting this audience:

- The general public is a critical audience, as their perception of franchising impacts our other audiences (government, media)
- This audience purchases products/services from franchise locations, so increasing their understanding could have a positive impact on member franchise brands
- This audience includes potential franchisees, so there is an indirect benefit of potentially increasing the number of people looking to purchase a franchise

Objectives:

- Increase awareness about franchising
- Educate people about franchising

Core message:

- Franchise locations are small businesses that are locally owned and contribute to the local community

Desired outcomes:

- Change the general public's perception of franchises as "big businesses"
- Encourage people to support franchise businesses in their area

Government

Why we are targeting this audience:

- Government has a significant impact on franchising, largely via legislation
- Government support of World Franchise Day can influence both of our other target audiences

Objectives:

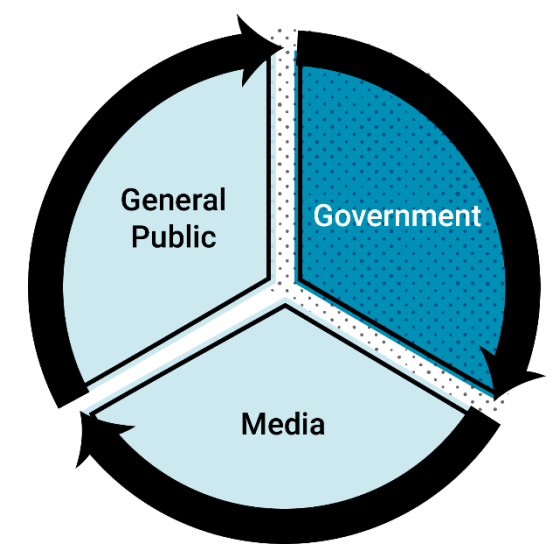
- Increase awareness about franchising
- Educate key government officials about franchising

Core messages:

- Franchise locations are small businesses that are locally owned and contribute to the local community
- Franchising is a major contributor to the local economy and employment

Desired outcomes:

- Educate government about the importance of franchising to the economy and that fact that franchises are local businesses



Media

Why we are targeting this audience:

- Media provides us with an opportunity to share our messaging with our other target audiences
- Media can amplify the effect of our tactics and events by providing coverage

Objectives:

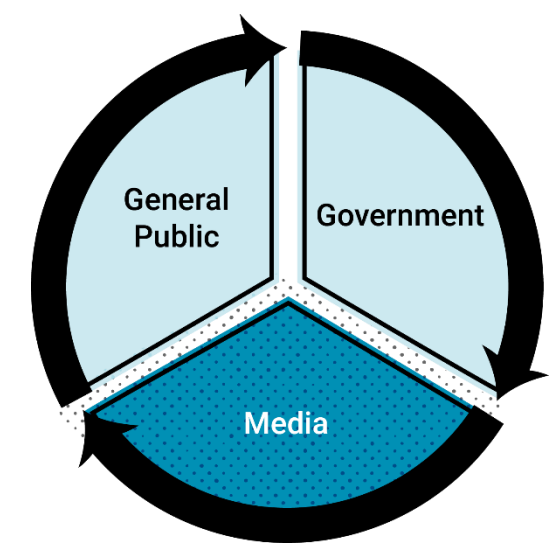
- Make media aware of World Franchise Day and its objectives
- Make media aware of World Franchise Day tactics and events

Core message:

- Franchise locations are small businesses that are locally owned and contribute to the economy

Desired outcomes:

- Earn media coverage about World Franchise Day to raise awareness within our other target audiences
- Have media provide coverage of tactics and events



SECTION TWO

MESSAGING DISTRIBUTION

Working together to increase franchise awareness

- To help increase awareness about franchising we will need help from you, our CFA community, to make your voice heard!
- The following slides include suggested ideas for how franchisors, franchisees, and suppliers can participate in World Franchise Day by engaging the general public, government, and media.



**Canadian
Franchise
Association®**

Growing Together



Franchisors

- Franchisors play a key role in increasing franchise awareness by:
 - Coordinating with franchisees to share messaging with the general public
 - Sharing messaging directly with the general public/consumers
- Ideally, franchisors will share the messaging through their business channels:
 - Social media
 - Company website
- Target audience:
 - General public/consumers



Franchisees

- Franchisees play a pivotal role in helping to increase franchise awareness, as they interact with the general public/consumers
- Encouraging franchisees to share messaging with consumers is a core element of the strategy
- Ideally, franchisees will share the messaging through:
 - Social media
 - Local stores/locations
 - Local website (if pertinent)
- Target audience:
 - General public & customers



Suppliers

- Suppliers play a key role in increasing franchise awareness by:
 - Coordinating with CFA member franchisors to share messaging with the general public
 - Sharing messaging directly with the general public/consumers
- Ideally, suppliers will share the messaging through their business channels:
 - Social media
 - Company website
- Target audience:
 - General public/consumers
 - CFA member franchisor customers



SECTION THREE

IMPLEMENTATION TACTICS

Timing

- The focus is on “making noise” during the actual day (i.e. June 11, 2025) to focus our efforts and avoid message dilution
- This means the bulk of our posts, events, and activities should be planned for this day
- To create as much excitement as possible, we recommend that CFA members mobilize their franchisees and reach out to local government representatives well in advance, as outlined in the following pages



Major priorities

- While there are many ways members can participate in World Franchise Day, we are asking members to prioritize the following activities:
 - 1) **Social media engagement:** Create and share social posts/videos focused on our core messaging
 - 2) **Government engagement:** Send letters to government officials in your local riding to encourage them to visit a franchise location within your brand and engage with a franchise business owner
 - 3) **Community engagement:** Post signage in your locations highlighting the WFD key messages



1) Social media engagement



- The number one priority is for franchisors, franchisees, and suppliers to like, share, and repost any social media content posted by the CFA and other CFA members – whenever you see this content, engage with it!
 - Platforms include Facebook, Instagram, LinkedIn, TikTok, YouTube, X (Twitter)
 - Watch for posts from the CFA and any posts using the official **#WorldFranchiseDay** hashtag and like, comment, share!
- The more social accounts we can involve the better, so please encourage your franchisees to participate!
- We also are asking franchisors, franchisees, and suppliers to create their own social media posts talking about the fact that franchises are small businesses who contribute to the local community

1) Social media engagement

- We have included some example posts on the following pages
 - Please customize these to your company, including photography
 - You are welcome to use the World Franchise Day logo on your website and in social media posts (style guide enclosed)
- Potential ideas/opportunities:
 - Create website article(s) that are shared as posts on social media
 - Senior executive(s) of the franchise brand or supplier record a video where they talk about franchising and how it contributes to the community
 - Head office creates a video with several franchisees talking about how their franchise is a small business
 - Individual locations create a video featuring the franchisee talking about how their franchise is a local business that contributes to the local community
 - Create social posts/videos featuring franchisee community involvement
 - Create social posts/videos featuring franchisee staff (in the context of being part of the community)



1) Social media engagement

- All social media posts should incorporate our main hashtag:

#WorldFranchiseDay

- In addition, CFA members should use additional relevant hashtags, such as:
 - #franchising
 - #smallbusiness
 - #entrepreneur
- If you like, you can link your posts to an article on your website or on the CFA website: [CFA article](#)
- Additional resources for messaging and ideas:
 - [Sample article](#)
 - [Website assets](#)
 - [World Franchise Day FAQ](#)

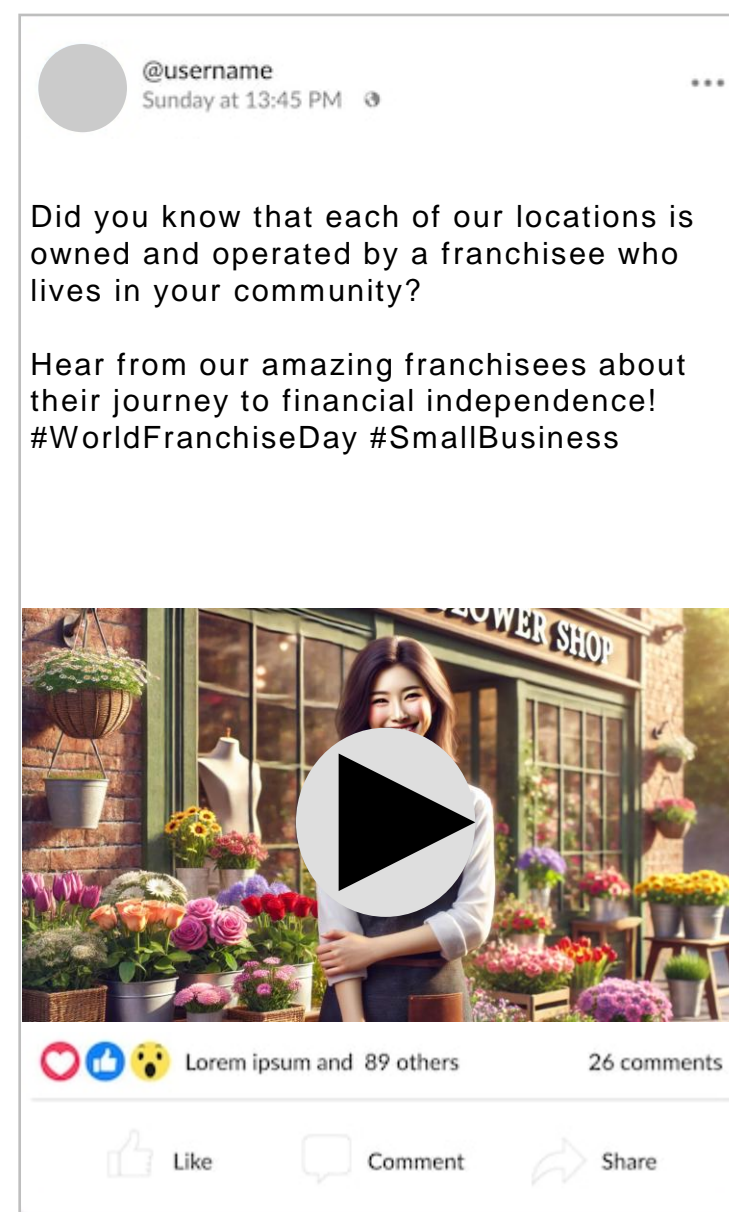


WFD logo use

- CFA members can [download hi-res versions of the logos here](#)
- [Click here for brand guidelines \(fonts, colors\)](#)
- Logo use:
 - Please do not remove or edit the World Franchise Council portion of the logo
 - The preference is to keep the logo and tagline in English; however, if it is necessary to translate the text, please retain the same colours and fonts as per the above brand guidelines



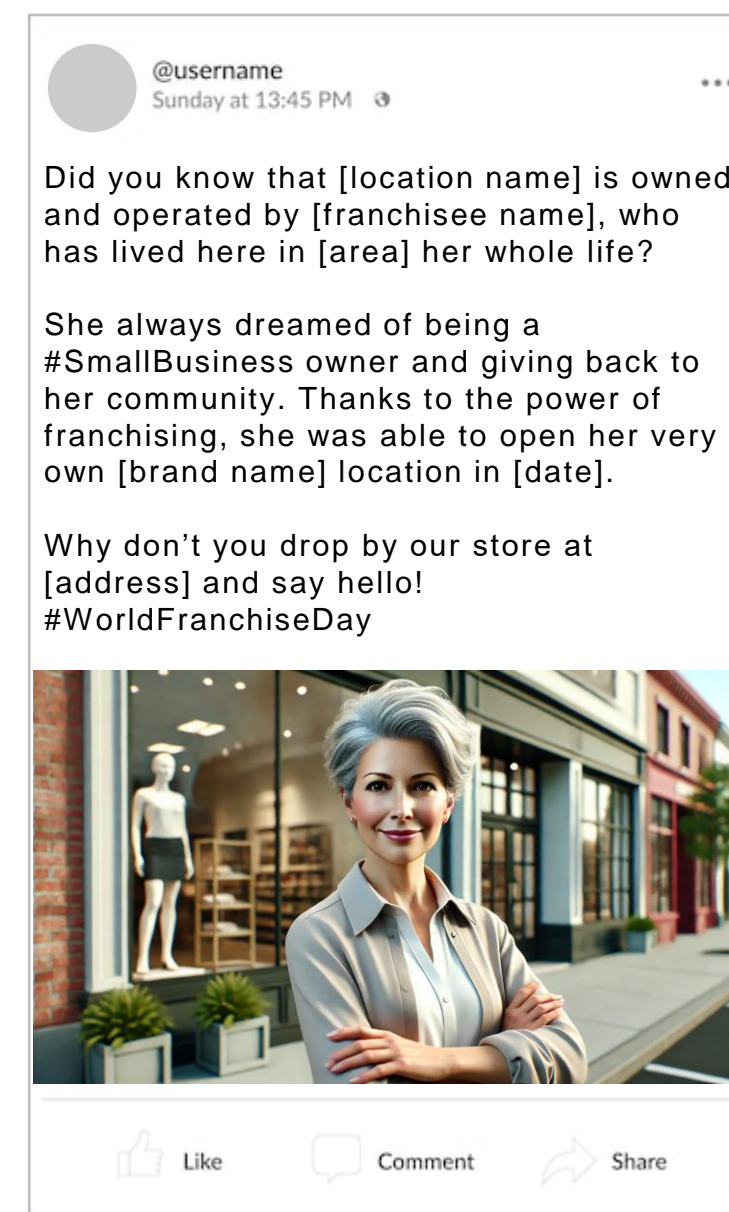
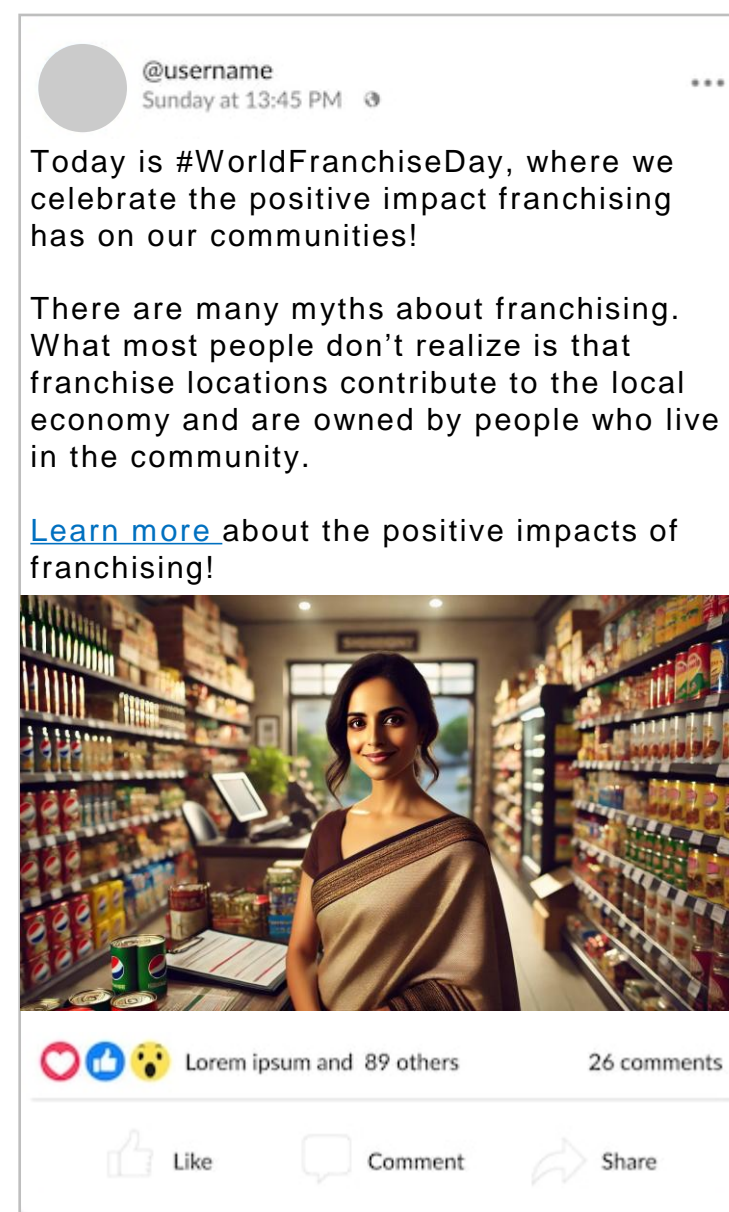
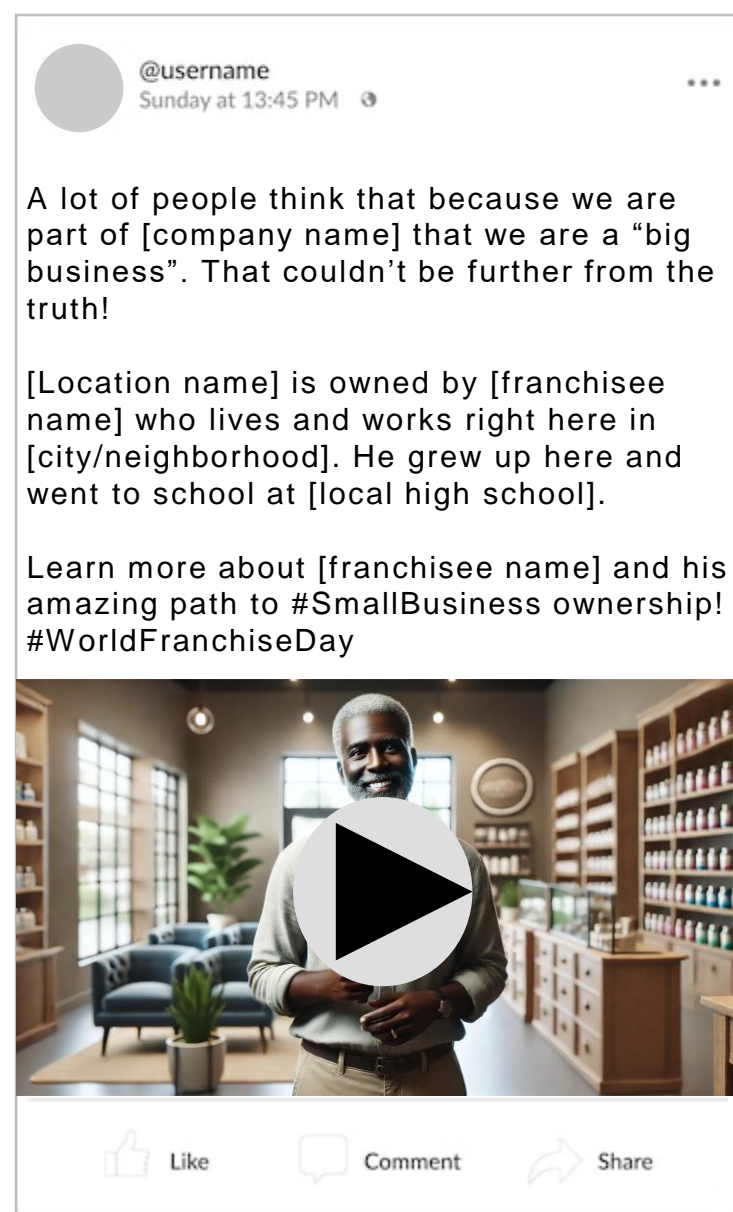
Example franchisor posts



Note: These are meant as examples only.

Images are provided as examples only and should not be used in actual posts/ads.

Example franchisee posts

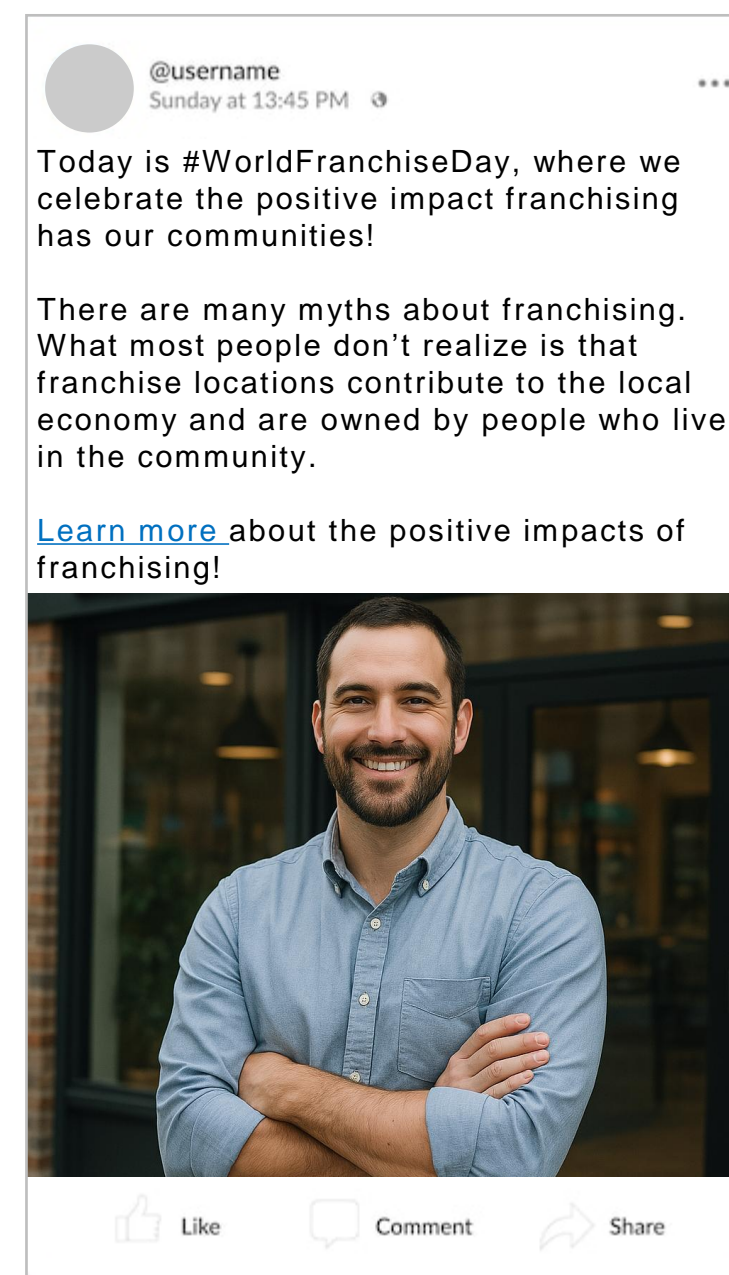
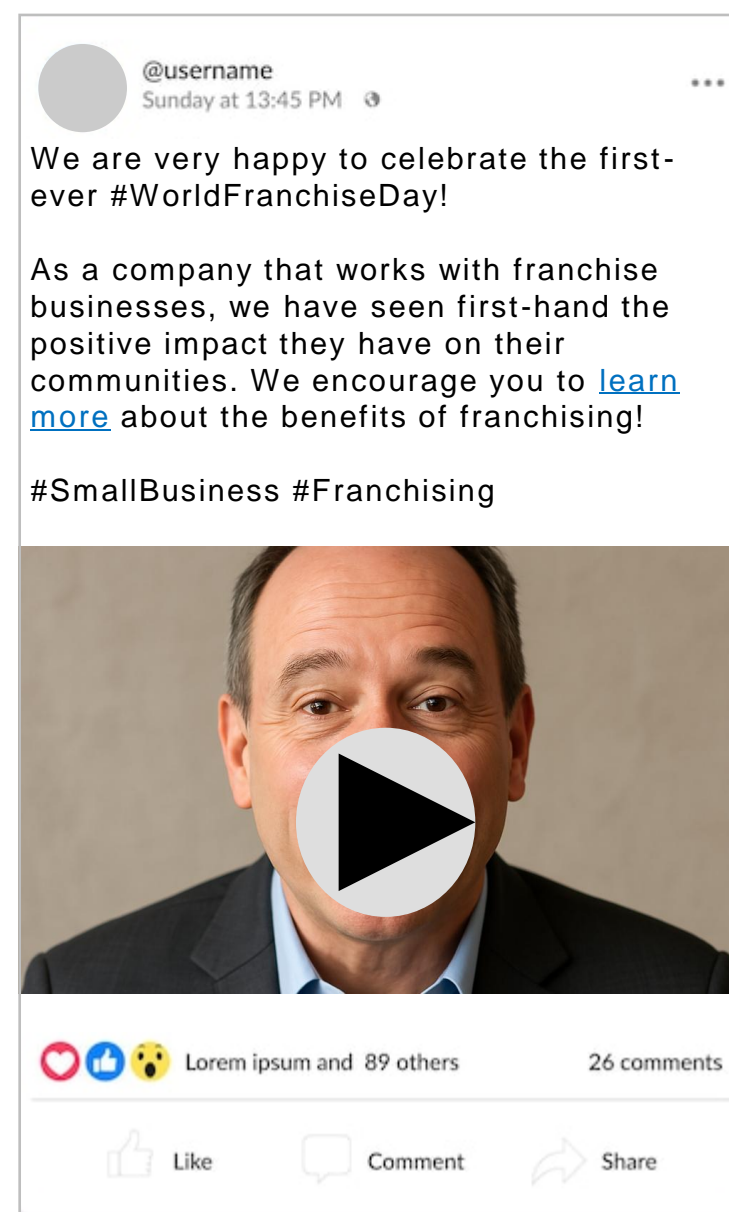


Note: These are meant as examples only.

Images are provided as examples only and should not be used in actual posts/ads.



Example supplier posts



Note: These are meant as examples only.

Images are provided as examples only and should not be used in actual posts/ads.

2) Government engagement

- The CFA is actively engaging with government officials throughout the country to urge them to participate in World Franchise Day by visiting franchise locations in their riding.
- If the CFA secures participation from any government officials, we will need to confirm franchise locations for these representatives to visit.
- The CFA has created a form where members can submit information for the franchisees they recommend to participate in government visits, which could also garner media interest.
- We encourage all members with strong franchisees to submit their information to create a database of franchisees in ridings throughout the country: [Franchisee form](#)



2) Government engagement

- While the CFA is engaging with key government officials, we also encourage members to reach out to their local elected officials to educate them about World Franchise Day and invite them to visit your franchise in their riding.
- To facilitate this government outreach, the CFA has created a template letter to send to your elected official: [Sample government letter](#)
- Please alert the CFA of any government responses so we can look to provide any available additional support, including on the PR front to try to secure media coverage (see contact information on the next slide).



[Franchisor Letterhead]
[Date]

[First Last Name]
[Title]
[Office Address]
[City, Province, Postal Code]

Dear [Title] [Last Name],

On behalf of [Franchise Brand], I am pleased to invite you to visit our local [Franchisee Business Name] in [City/Town] as part of the inaugural World Franchise Day on June 11, 2025. This special day highlights the essential role that franchising plays in supporting local economies and creating opportunities for entrepreneurs in communities across Canada.

As a proud franchisor, [Franchise Brand] supports our local franchisees by providing them with the tools and resources they need to operate successful businesses while maintaining strong connections with the communities they serve. Our franchisees are independent small business owners who live and work in their communities and contribute to their local economies by creating jobs and serving the residents of [City/Town].

Franchising is a powerful economic force in Canada, contributing over \$133 billion annually to the national economy and employing nearly two million people. [Follow up sentence outlining provincial specific stats]. World Franchise Day provides a unique opportunity to engage with franchised small business owners firsthand and learn more about the positive impact they have on local communities.

We would be honoured to host you at our [Franchisee Business Name] location in [City/Town] for a tour and discussion with the franchised small business owner. Your participation would demonstrate your support for small businesses and the entrepreneurial spirit that drives our economy forward.

Please let us know at your earliest convenience if you are available to join us. We would be happy to coordinate details with your office to ensure a meaningful and engaging visit. Should you have any questions, feel free to contact me at [Your Email] or [Your Phone Number].

We look forward to welcoming you and celebrating the contributions of franchised businesses to our province and country.

Sincerely,

[Your Name]
[Your Title]
[Franchise Brand]
[Your Contact Information]
About [Franchise Brand]

[Insert a brief description of your franchise brand, its mission, and its presence in Canada, highlighting its role in supporting local economies and franchise]

2) Government key messages

- Those who are successful in securing visits from government representatives to franchise locations should use the approved key messages in conversations with government and any media that covers the visit: [Key messages document](#)
- Please contact Derek Robertson, Senior Manager, Government Relations, at drobertson@cfa.ca or Lauren Huneault, Senior Manager, Content & Marketing, at lhuneault@cfa.ca if you have any questions or require any additional resources.

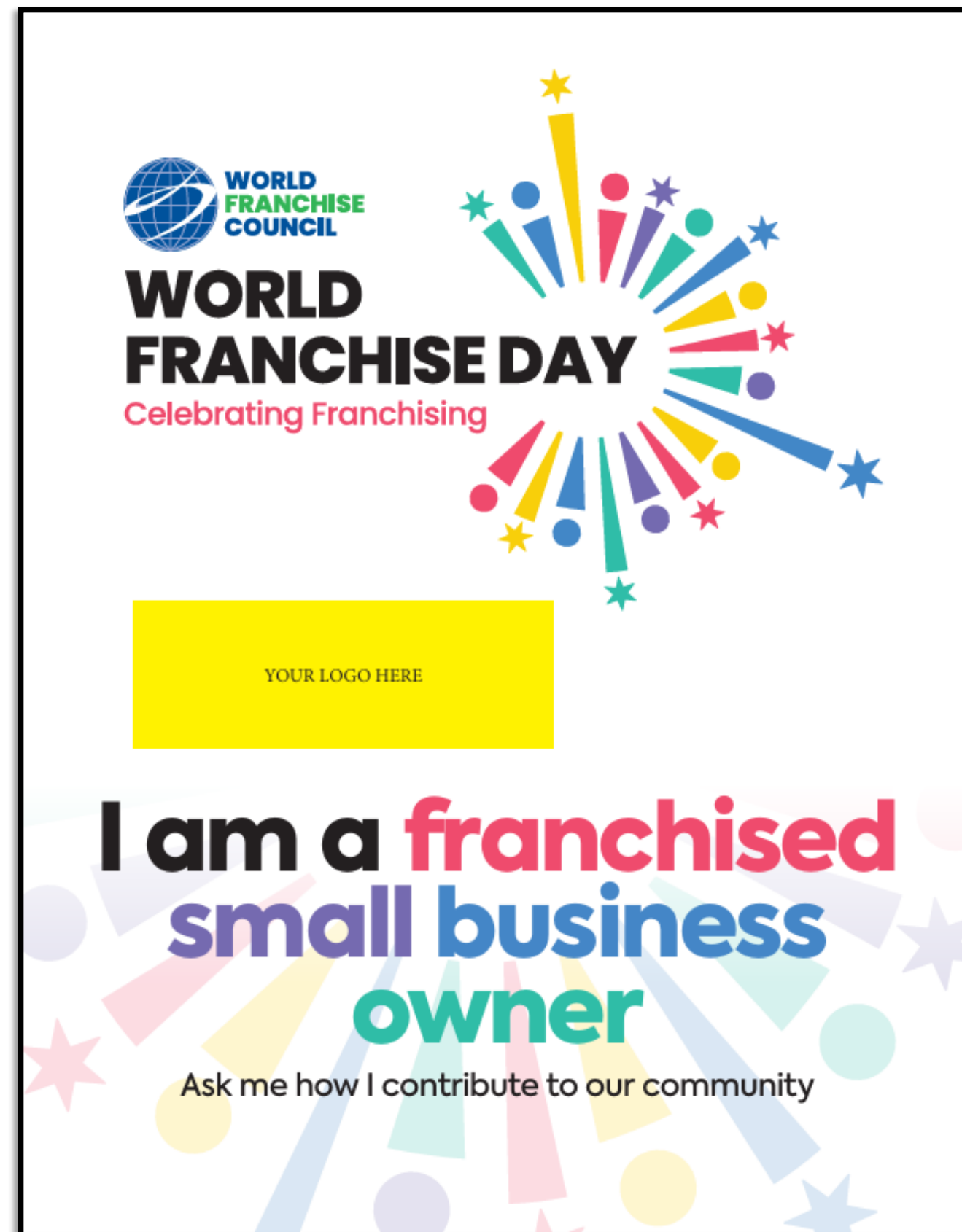
World Franchise Day – Key Messages

- Franchisees are independent small business owners who live and work in their communities and contribute to their local economies by creating jobs and serving the residents of the community.
- Franchising empowers local entrepreneurs to thrive while benefiting from the support of an established system. Working tirelessly to drive economic growth and create job opportunities in their communities, franchisees embody the true spirit of entrepreneurship, using innovation, dedication, and hard work to succeed.
- What sets franchising apart is its unique model, allowing entrepreneurs to be in business for themselves, but not by themselves, with access to mentorship, training, and operational support that sets them up for success.
- **The growing franchising community:** The Canadian franchise industry represents the 12th largest sector of the Canadian economy, with almost 68,000 franchise establishments projected across the country in 2025.
- **Economic impact of franchising:** The Canadian franchising sector contributes over \$133 billion annually to the national economy. In 2025, Canadian franchises are expected to contribute more than \$30 billion in federal and provincial taxation.
- **Job creation:** Canadian franchises create nearly two million jobs for Canadians, paying almost \$70 billion in wages in 2025.
- Outline relevant provincial numbers using the Canadian Franchise Industry Economic Outlook 2025 report: https://issuu.com/franchisecanada/docs/franchise_forecast_2025
- **Community impact:** Franchisees are deeply rooted in their local communities, and their contributions go far beyond economic metrics. Nearly all small retailers (97%) report contributing to their communities or provinces in some way, with 74% donating to local charities and causes, 56% sponsoring local events and teams, and 55% providing job opportunities for youth*.
*Source: Canadian Federation of Independent Businesses (CFIB)
- Outline additional details about how the franchisee contributes to the community – participation in community programs, fundraisers, etc.



3) Customer engagement

- We encourage members to use in-store signage to highlight the celebration of World Franchise Day and key messages.
- The CFA has created a template sign members can use in their franchise locations: [Downloadable sign template](#)
- You can take advantage of the [Member Savings Program offer](#) from The UPS Store Canada for print materials.



Other WFD opportunities



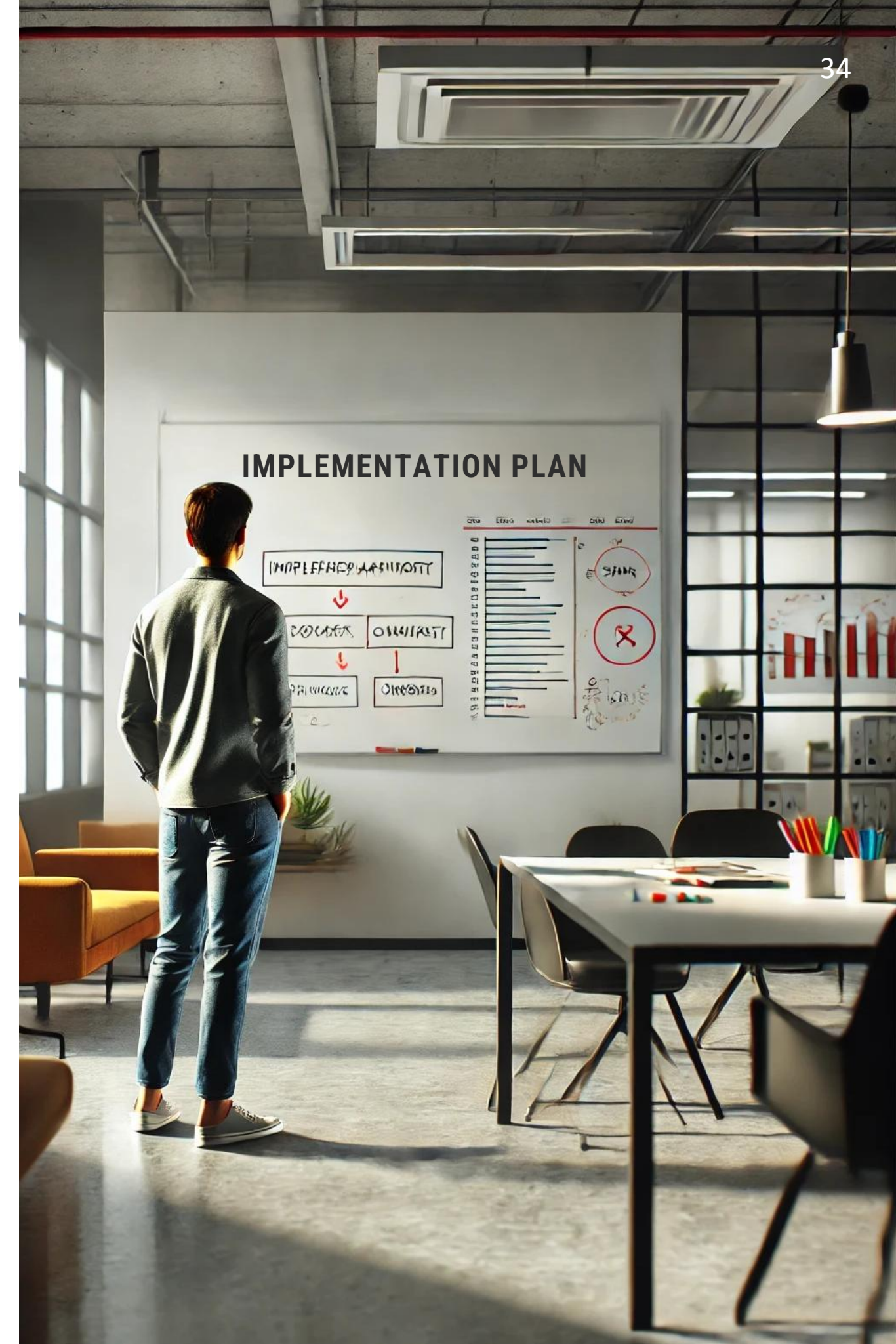
- The CFA has received additional suggestions for how franchisors and franchisees can participate in WFD, including:
 - Franchisees hand out something physical to customers such as a sticker, coupon, pamphlet, or other giveaway
 - Franchisors/franchisees have a special “World Franchise Day” promotion/offer/giveaway
 - In-store QR code that routes customers to a video, webpage, or other material about World Franchise Day

SECTION FOUR

ROLLOUT APPROACH

Rollout approach

- The following pages outline a potential rollout approach for CFA members to consider
- This is a rough framework only – each CFA member should modify the approach as necessary to fit their needs



April/May

- Share information with your franchisees and CFA member network through emails, newsletters, conferences, mailers, etc.
 - The objective is to mobilize your franchisees and member clients as outlined in this document
 - Be specific about how you would like them to participate (i.e. share social posts, create unique posts, etc.)
- Create media assets (i.e. social media posts, videos, etc.)
 - Shoot/edit videos, post FAQ on website, etc.
 - Share tool kit resources with franchisees (i.e. sample posts, posts that can be shared)
- Engage in conversations with Government officials
 - Attempt to arrange franchise location visits as outlined in this document
- Participate in the CFA-hosted webinar on April 15 to learn more about how to implement the resources in this Member Tool Kit.



May/June

- Share and post WFD-related content
- Coordinate with Government officials for site visits, etc. (including the CFA and media as possible/needed)
- Mobilize franchisees and CFA member clients to act as distribution partners
- Deploy webpages as necessary
- Attend webinar sessions hosted by the CFA on May 6 and May 27 to discuss the rollout plan and any questions that come up as you move forward



World Franchise Day (June 11, 2025)

- Publish information about World Franchise Day
 - Social media, website, etc.
- Remind franchisees and member clients to amplify messaging, including sharing all content and posting their own content
- Host government visits (including the CFA and media as possible/needed)
- Post in-store signage to engage customers
- Attend the CFA Brand Awareness Open House to join in the in-person celebration (and eat some cake!)





**WORLD
FRANCHISE
COUNCIL**

WORLD FRANCHISE DAY

Celebrating Franchising

