

Dear Colleagues,

Today, ELARD (the European LEADER Association for Rural Development) is launching a major European-wide campaign to strengthen rural development in the EU: My Rural Future. As members of ELARD, we know how crucial LEADER/CLLD is for empowering local communities, strengthening our rural economies, and ensuring territorial cohesion.

However, despite its success, the future of LEADER/CLLD is at risk. As the EU prepares its next multiannual financial framework (MFF), we must act now to secure funding, simplify access to resources, and reinforce the role of LAGs as key territorial governance actors.

This is why ELARD has launched a petition calling on the European Commission to prioritise participatory rural development in the next MFF. **Our goal is ambitious: one million signatures to show the strength of our movement!**

We ask for your help in mobilising the entire LAG network in [your country]:

- Sign the petition here: https://elard.eu/petition_en/
- Share the petition with your staff and board members.
- Share it with all beneficiaries and relevant stakeholders in your network– we have prepared a template for you which you will find attached.
- Share via social/local media – you will find draft social media text and a press release template attached, and you can find background information and key messages on ELARD's campaign [advocacy](#) webpage

Please also find [here](#) visual materials that you can use to promote the campaign. The white spaces on certain visuals are for you to add your logo in.

This is a unique moment to make our voices heard. Let's make sure that LEADER/CLLD remains a pillar of EU rural development.

If you have any questions or need additional resources, do not hesitate to reach out.

Thank you for your support!

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