



# canoos

Partner Manual and Resources

Admission Instructions - FAQs - Canoo Resources

[canoos.ca](http://canoos.ca)

[partnerships@canoos.ca](mailto:partnerships@canoos.ca)

Canoo is a project of the Institute for Canadian Citizenship



Institute  
for Canadian  
Citizenship

Institut pour  
la citoyenneté  
canadienne

## Message from the CEO, Daniel Bernhard

“Thank you for joining Canoo — Canada’s welcome network. Newcomers who visit you through Canoo will never forget your transformational experiences. When they see how warmly you welcome them, they’ll know what Canada’s all about, and that this is where they belong.”



### **About the Institute for Canadian Citizenship (ICC)**

The Institute for Canadian Citizenship (ICC) works to unlock Canada for newcomers, facilitating and encouraging the journey towards full and active Canadian citizenship. The ICC is an independent charity, co-founded in 2006 by the Rt. Hon. Adrienne Clarkson and John Ralston Saul.

# FAQs

For more information or live support, please contact us at [partnerships@canoo.ca](mailto:partnerships@canoo.ca)



## What is Canoo?

The Canoo Access Pass is a mobile app that offers newcomers and new Canadian citizens free and discounted admission to the best cultural, historic, and natural sites in Canada, as well as access to live events, sports, recreation, and deals from Canada's leading brands. Canoo connects newcomers with its partner organizations to develop long-lasting relationships. Canoo is Canada's newcomer welcome network, which you are now part of.

## Who is eligible to become a Canoo member?

Canoo membership is available to; any newcomer to Canada over the age of 18 within their (i) first five years as a permanent resident or (ii) first year of Canadian Citizenship and up to 4 children (under 18); ICC staff, refugee claimants; newcomer volunteers of the ICC's Accelerator Program.

## What if my organization has specific admission or redemption instructions?

We can include tailored instructions for Canooers in your app listing, outlining the steps Canoo members should follow prior to their redemption or admission. Get in touch with your Canoo representative to update your in-app listing.

## How do I take full advantage of Canoo? Can I promote special events & exhibitions?

Canoo offers you opportunities to promote special events and exhibitions, host enhanced citizenship ceremonies, connect with newcomer youth volunteers, explore marketing and earned/paid media opportunities, and access to insight reports on newcomer trends.

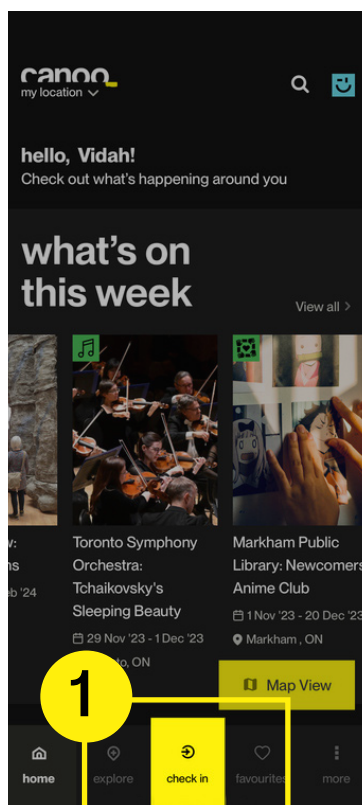
Connect with your Canoo Representative to learn more.

# Check-in Process

[Link to video tutorial](#) 

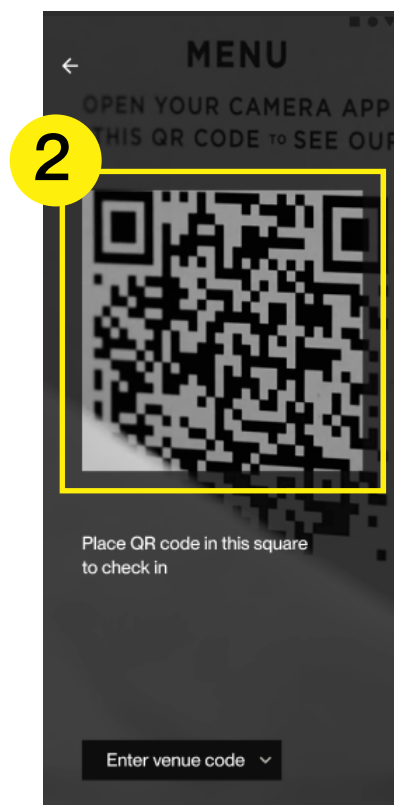
1

When a Canoo member visits your site, they will let you know they are a member of the program. Please **instruct them to open the Canoo app and click the yellow “check-in”** button at the bottom of their screen.



2

Display your site's QR code for scanning OR mention your 4 digit code.



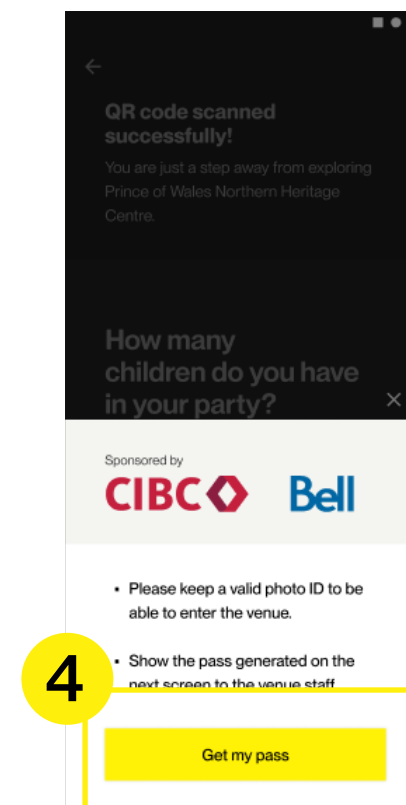
3

Ask the Canoo member to scan the QR code or enter the PIN, and to select the number of any accompanying children (up to 4) followed by swiping right.



4

The app will then ask the member to “generate their voucher” by tapping on this yellow button.

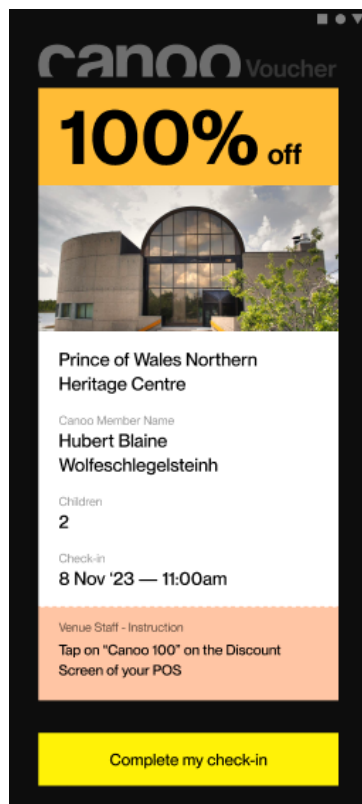


# Check-in Process (Continued)

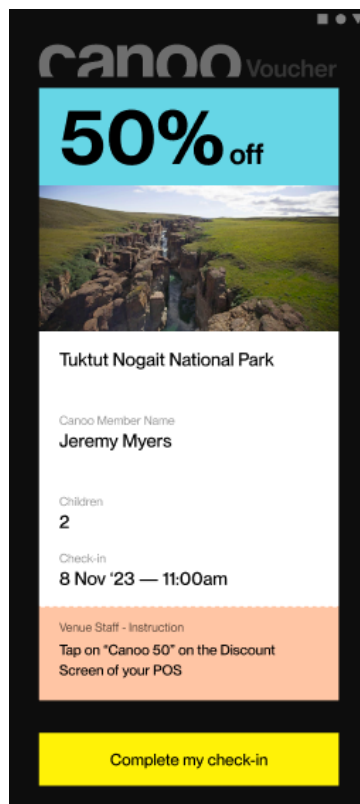
5

Their voucher will be generated and will indicate the discount you must apply and for the adult member and accompanying children. Please ask them to show you their screen, apply displayed discount and provide admission.

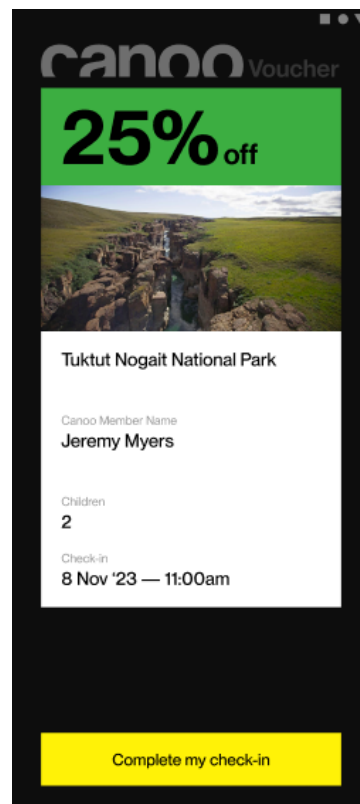
## Check-in voucher



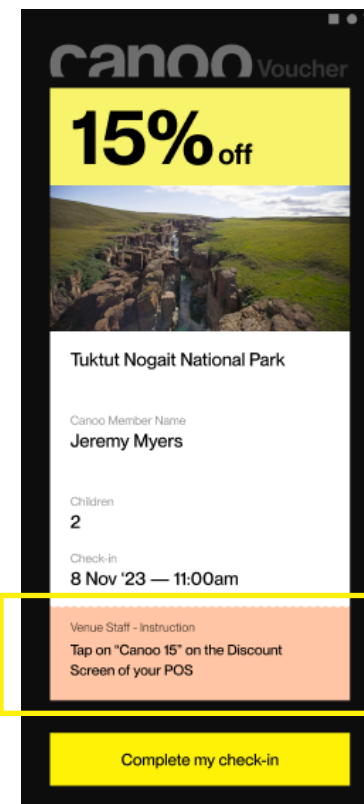
1<sup>st</sup> year members



2<sup>nd</sup> year members



3<sup>rd</sup> year members



4<sup>th</sup> year members

If there are any customized instructions for your site, they will be displayed at the bottom of the pass.

# Canoo Resources

[Link to admission  
video tutorial](#)



## **Can't answer a visitor's question?**

Direct them to our Help Centre at [canoo.zendesk.com](https://canoo.zendesk.com).

## **Marketing toolkit:**

Find sample language and graphic assets for you to share our partnership and your Canoo offerings [here!](#)

## **Need to update your venue's information?**

Use [this form](#) to update your venue's information. (I.e seasonal hours, parking instructions, temporary closures etc.)

## **Want to submit an event?**

Use [this form](#) to share an upcoming exhibition or event with Canoo members.

## **Social media handles and links:**

   [CanooPass](#)

 [Institute for Canadian Citizenship](#)

## **Interested in hosting a citizenship ceremony?**

Learn more about the [ICC's Enhanced Citizenship Ceremonies](#) and contact your Canoo representative

## **Welcome newcomer youth as volunteers**

Learn more about the ICC's [Newcomer Skills Accelerator Program](#)



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Thank you for partnering with Canoo!