



# GUIDE:

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## ORGANIZING A FLAG-RAISING CEREMONY



## Organizing a flag-raising ceremony

Would you like to organize a flag-raising ceremony, but don't know where to start?

This guide is designed to help you plan your event. It includes the history of the Franco-Manitoban flag, details on flag etiquette, a planning sheet, as well as sample procedures and speeches.

## Did you know that... ?

March is Francophonie month and International Francophonie Day takes place on March 20. Les Rendez-vous de la Francophonie is one of the cultural events organized each year to celebrate and promote the French language and its diverse expressions across Canada. Numerous flag-raising ceremonies are held as part of these celebrations.



## History of the Franco-Manitoban flag

The Franco-Manitoban flag was unveiled on February 17, 1980, following a contest organized by the Conseil jeunesse provincial. Following a popular vote, the Francophone community chose the design proposed by Franco-Manitoban graphic artist Cyril Parent.

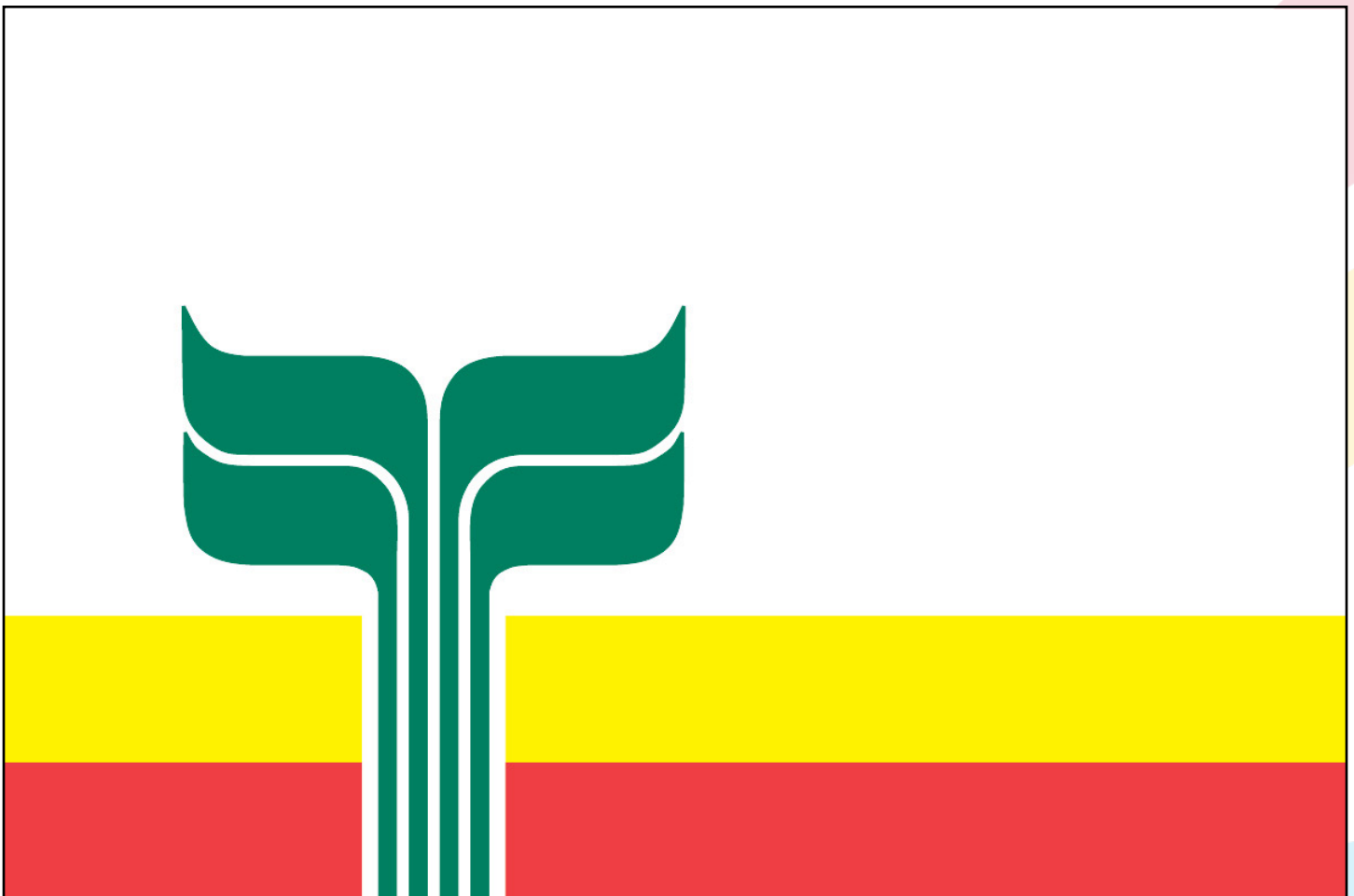
### Description

Just as the boundless prairie dominates the Franco-Manitoban landscape, more than half the flag is occupied by the white background.

The red band represents the Red River, where Manitoba's first Francophones settled at the start of the 19th century and where St.Boniface, the mother church of the West, was established.

The Red River Valley has some of Manitoba's most fertile soil, well suited to wheat growing. The yellow band symbolizes the wheat and the importance of agriculture in the development of the Franco-Manitoban communities.

Sprouting up from within the two bands of color is a green shoot in the form of a stylized "F", the symbol of a vibrant and flourishing Francophone community that is firmly rooted in the Canadian prairie.



## Flag etiquette and order of precedence

According to the Government of Canada, the order in which several flags should be flown is as follows: national flag, national flag(s) of other countries, provincial flag, municipal flag.

Here is an example of the order of precedence in Manitoba: Canadian national flag, Manitoba flag, Franco-Manitoban flag and Métis flag.

Note that the configuration of the flags varies depending on the number of flags hoisted (see details on the place of honor of the flag in the link below).

For more information, consult the National Flag of Canada Etiquette. Although these rules apply to the national flag, they can serve as a guideline for displaying the Franco-Manitoban flag.

### Reference :

<https://www.canada.ca/en/canadian-heritage/services/flag-canada-etiquette.html>

## Planning

Here is a list of tasks to help you plan your flag raising:

- Decide who will be in charge and which team will be responsible for the activity
- Organize a team meeting (if necessary)
- Decide on the date, place, time and schedule of the activity
- Obtain permission to raise the flag of the organization or institution occupying the building where the flag will be raised (if necessary)
- Decide whether you want to organize a performance (musical, theatrical, etc.) or another activity during the flag-raising ceremony
- Make a list of the material and human resources needed
  - Example: host, photographer, singers, technicians, Franco-Manitoban flag, microphone and speaker
- Create an invitation and share it with the community, parents and other special guests
- Finalize the speeches

Ideas for a show or activity:

- Have local musicians or students sing or perform a Franco-Manitoban song
- Make crafts on the theme of the Franco-Manitoban flag
- Ask a few students and/or community leaders to give speeches and present the flag

## Program for a flag-raising ceremony

This program is an example of a flag-raising ceremony held in a school to guide you in planning your event. It should be noted, however, that several other activities are possible and that some of those presented in this program can be eliminated or adapted. It is up to you to choose the activities that best suit your school, organization or municipality.

**Date:** March 20

**Lieu:** Gym and school yard

**Heure:** 1 PM

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**1 PM:** Arrival of participants

**1:05 PM:** Welcome address, land acknowledgement and brief history of the flag

**1:10 PM:** Speeches by special guests

**1:20 PM:** Raising of the flag by (names of people)

**1:25 PM:** Performance (band, play, etc.) or any other planned activity

**1:40 PM:** Acknowledgements

**1:45 PM:** End of the event



## Speeches

Here are a few examples of speeches that you can use and modify for your flag-raising ceremony.

### Example of land acknowledgement

We [I] would first like to acknowledge that we are on the territory covered by Treaty No. 1 and that the land on which we are gathered is part of the traditional territory of the Anishinaabe, Ininew, Anisininew, Dakota and Déné peoples, and of the homeland of the Métis Nation.

### Sample speech

Today, we have the opportunity to raise the Franco-Manitoban flag, which is always a moment of pride. It is also an opportunity to reaffirm the importance of the French language and culture, which have profoundly marked the history and identity of our city and our province.

The flag is composed of three colors on a white background.

- The red band represents the Red River, where Manitoba's first Francophones settled at the start of the 19th century.
- The yellow band symbolizes the wheat and the importance of agriculture in the development of the Franco-Manitoban communities.
- The white background, which occupies half of the flag, represents the boundless plains that dominate the Franco-Manitoban landscape.
- Finally, there is also a green shoot, forming a stylized "F", the symbol of a vibrant and flourishing Francophone community that is firmly rooted in the Canadian prairie.

When we see these beautiful colors flying, let us think of the hard work and successes that allow so many Manitobans to be proud of being Francophone. French is one of the official languages of our country. Let's give it the place it deserves.

Thank you all for your presence today and your commitment to the French language and culture. Long live Manitoba's French-speaking community!

## Questions

If you have any questions about the Franco-Manitoban flag or organizing a flag-raising ceremony, please don't hesitate to contact 233-ALLÔ at 204-233-4915, toll-free at 1-800-665-4443 or by email at [233allo@sfm.mb.ca](mailto:233allo@sfm.mb.ca).