

How to run a United Way Period Promise Campaign

It's easy to be a part of the United Way Period Promise Campaign, but that doesn't mean that we don't need your help. We can only get product into the hands of people who need it if our partners like you get involved and run a collection drive in your workplace, book club, community center, or wherever it is that you live your life!

This toolkit contains several pieces that are going to help you out, and some tips on how to use them. The tools are:

- Collection Promotion Posters**
- Donation Box Signs**
- Campaign Leaders Training Slide Deck**
- Campaign Leaders Training Recording**
- Corporate/Union Donation Appeal Letter**
- United Way Central Alberta logo**
- Pre-written outreach emails**
- Social Media graphics for Facebook, Instagram, LinkedIn and Twitter**
- Promotional Campaign Videos**
- World Menstrual Hygiene Day Video (To be delivered prior to May 28)**
- Collection Counting Survey (To be delivered prior to June 3rd via e-mail)**

Keep it Simple

These simple steps can make a successful collection. And from this foundation you can get as elaborate as you like.

1. *Choose a timeframe between May 3 – June 7 to run a campaign.*
2. *Decide what kind of campaign you will run:*
 - a. Product Collection
 - b. Financial collection
 - c. A hybrid of product and financial collections
3. *For a traditional Product Collection Campaign:*
 - a. Print off some posters and hang them up if you are in the office. Share a poster digitally if you are working from home.
 - b. Grab a box and put it in a common space in the office with a Donate Here sign.
 - c. Tell your friends, colleagues, or neighbours that you're running a collection. Maybe send out an e-mail or two, or send them one of our Period Promise videos.
4. *For a Financial Collections Campaign:*
 - a. Send out one or two of our pre-written emails to your colleagues sharing the campaign link on JustGiving: [United Way's Period Promise Campaign 2022 - Central Alberta - JustGiving](#)
 - b. Set up your own personal fundraiser page on JustGiving and fundraise for the Period Promise Campaign, invite staff to click on your personalized link or to create their own fundraising page.
 - c. Tell your friends or neighbours that you're running a collection and send them your personalized link to donate.

- i. Note: All donations done through PeriodPromise.ca will be provided with an automatic tax receipt. Financial donations are used to purchase menstrual products for members of our community.
5. *For a Hybrid Campaign:*
 - a. Do a combination of the above! Both product and financial donations help out a ton, so whatever is collected, in whatever format, will be put to good use!
6. *Collected donations can be dropped off at the United Way office Mon-Fri, 9am -4pm.*

Run an Event

Go the extra mile and hold a safe in person or virtual event to support your collection. This is a great way to explain why Period Promise is important to so many people in our community. It could be over a lunch break or a post-work social.

Of course, *periods can be hard to talk about*. If you would like, we're happy to schedule a time for us to come in and do the talking with you, in-person or virtually! This could be about anything related to the campaign or the issue we're trying to address, or just to answer questions that you and your colleagues may have about the work that we are doing! We've gotten used to talking about the issue of periods and lack of access to menstrual products in our communities, and we're happy to speak for you. Back in March 2021 our United Way of Lower Mainland released the results of our [Period Promise Research Project](#) and we've prepared a lunch and learn presentation that we could bring to you and your colleagues to learn more about how serious the issue is. The presentation can be tailored to fit opportunities of a wide variety of lengths, so if you think there is a chance this will work for you, let us know.

In the toolkit are *three short videos* that we've made to support the campaign. Use them to promote your work; we show them whenever we can. The one with testimonies really gets to the heart of the problem.

There are a [few other fantastic videos](#) available on youtube as well. And, if you can make it happen, there is an excellent, Oscar-nominated short documentary on Netflix called [Period. End of Sentence](#). It highlights how the work the Lower Mainland and Fraser Valley are doing and that is just a part of a global problem.

Drop Off Your Product

Before dropping off your product at our office (or arranging a pick up!) please complete the Collection Tracking Survey with your colleagues so that we can keep track of your workplace campaign year-over-year for the future (and set goals to collect more next year!).

The United Way office is just east of the KFC on 53rd street. Our address is:

United Way Central Alberta
100, 4828 53 Street, Red Deer AB
T4N 2 E8

Volunteers Needed!

Let us know at info@caunitedway.ca if you are available to count product, build packages or drop off deliveries to agencies.

Watch for our Impact Report!

It will take us a bit of time to pull all of the data together (and do the work of purchasing and distributing the product), but we're planning on providing everybody with our impact report infographics post campaign! Keep your eyes on your e-mail.