

How to run a United Way Period Promise Collection Campaign

2023 Edition



United Way
Central Alberta

Our Agenda

- What is Period Promise?
- Why United Way?
- How do we run a Collection Campaign in 2023?
- What kind of tools are available?
- What more can be done?
- Creative Ideas?



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What is Period Promise?

Periods are a fact of life.

But if you're living in poverty – or vulnerable in other ways – access to necessary menstrual products can be challenging. And COVID has made it more difficult.

26% of people who menstruate in Canada say that they have gone through a period without having menstrual products available to them.

Almost one quarter of Canadian women say they have struggled to afford menstrual products for themselves or their children.



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What is Period Promise?

“With menstrual products I can be free to go out and be part of society. I can go for a walk, go grocery shopping do all the basic things that others take for granted outdoors. I can feel like a human being that matters... to not feel embarrassed and pathetic for not being able to afford something so simple as tampons. I can be happy and positive and productive. Thank you.”



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Why United Way?

- Healthy, Caring, Inclusive communities
- Strengthen vital connections
- Collaborate to co-create solutions
- Bring people together and inspire local action



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How Do I Run A Campaign?

1. *Choose a timeframe* during May and June to run a campaign.
2. Decide what kind of campaign to run:
 - In the office – product collection
 - Working remotely – financial collection
 - Hybrid – product and financial collection
3. *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. Or, if you love social media, use our social media toolkit to help get the word out there.



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How Do I Run A Campaign?

- *Physical donations –*
 - Download the [campaign toolkit](#) and put promotional posters and social media posts where your network will see them.
 - *Set up a safe drop off location or event*
 - *Use the Donate Here sign to help direct people*
 - *Count your donations* and send United Way the total so that we can track it for next year! We'll send you an easy way to send us your totals digitally.
 - *Arrange for a date and time for drop off of your collected donations at your local United Way office during May or June 2023.*
 - Don't have a UW office in your region? Don't worry – contact us at info@caunitedway.ca and we'll connect you to an agency in your community



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How Do I Run A Campaign?


- *Financial donations –*
 - *Register a team on our [Period Promise Fundraising website](#)*
 - *Set a goal! Build a quick team profile! Upload your logo or a team photo!*
 - *[Use this tool](#) to make a free QR code to your team page and make it easy to share your fundraising page and reach your goal!*
 - *Download and [edit the toolkit](#) with your QR code on it and put posters around your office!*
 - *Invite your colleagues, friends, neighbours, or family to help out by sharing your team link*
 - *Donations can get tracked to your team, and help United Way achieve its broader fundraising goal.*



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Steps


- 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 2023 - 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.



CA\$0 raised

Give Now

Share



United Way of Central Alberta Society

United Way's Period Promise Campaign 2023 - Central Alberta

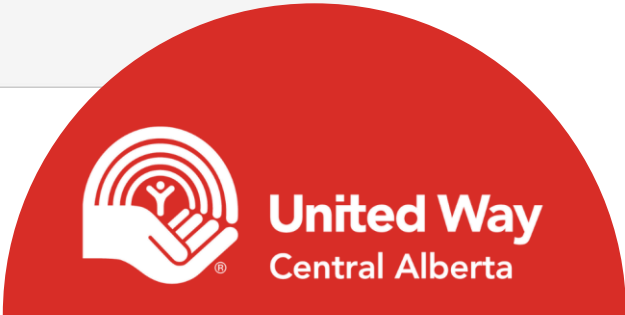
Joining United Ways Period Promise campaign is one way we can help build healthy, caring and inclusive communities. Making a donation is a quick way to make a big difference! Lets help ensure that everyone can live with the dignity we all deserve.

Charity Registration No. 119278364RR0001

Be a fundraiser

Create your own fundraising page for this cause.

Start fundraising



How Do I Run A Campaign?

- *Doing a Provincial scale campaign?*
 - *All United Ways in BC and Alberta are involved in this year's campaign!*
 - Inform your lead United Way contact that you want to run a provincial scale collection effort and we'll work with you to figure out how to make it as easy as possible
 - Physical product will all support people in the region where it has been collected
 - All financial donations are tracked to the postal code of the donor and go back to the local United Way that supports their community – so dollars will go towards increasing local access to free products across the province!
- *Have a union at your worksite?*
 - *Many unions are longtime partners on the Period Promise campaign, so try to run a joint effort!*
 - Contact the union leadership, or the onsite steward, and ask them if they would like to help promote the collection, or if they have ideas on how to get people interested or involved
 - Maybe it would be possible to have a quick presentation at a union meeting about the importance of the effort
 - Ask your lead United Way contact to help you build that connection



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Want a guest speaker?

United Way staff can attend your campaign events virtually or in person (in the Central Alberta region) to share an impact story or outline the importance of the free access to menstrual products in our community.

We can also provide a presentation highlighting the results of the [Period Promise Research Project](#), released in 2021. This project is the largest assessment of the impact of limited access to menstrual products in Canada.

Contact us at info@caunitedway.ca



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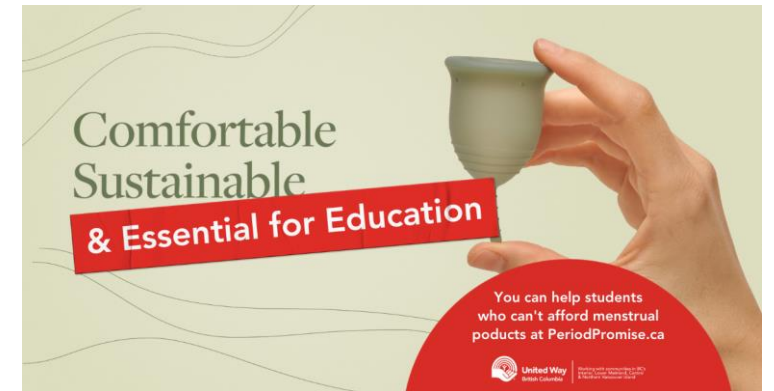
What kinds of tools are available?

- Collection Promotion Poster
- Donation Box Sign
- Campaign Leaders Training Slide deck and recording
- Corporate/Union Donation Appeal Letter
- Pre-written outreach emails
- Social Media graphics for Facebook, Instagram, LinkedIn and Twitter
- Promotional Campaign and World Menstrual Hygiene Day Videos
- Counting Tally Sheets



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Three Themes



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Comfortable
Sustainable

& Essential for Education

Many students can't afford menstrual products.
You Can Help. Donate Here.



United Way
British Columbia

Working with communities in BC's
Interior, Lower Mainland, Central
& Northern Vancouver Island

Product Sponsor

Retail Sponsor

LONDON
DRUGS



Unscented
Leak-free
& Improves Mental Health

Many at-risk people can't
afford menstrual products.
You can help at United Way's PeriodPromise.ca



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British Columbia

Working with communities in BC's
Interior, Lower Mainland, Central
& Northern Vancouver Island

Product Sponsor

always

TAMPAX

Retail Sponsor

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26% of people who menstruate in BC say that they have gone through a period without having menstrual products available to them.

Period Promise Research Project



Working with communities in BC's Interior, Lower Mainland, Central & Northern Vancouver Island

Comfortable
Sustainable
& Essential for Education

Many students can't afford menstrual products.

You can help at United Way's [PeriodPromise.ca](https://www.periodpromise.ca)



Working with communities in BC's Interior, Lower Mainland, Central & Northern Vancouver Island

Ultra-thin
Absorbent

+ Job-saving

You can help employees who can't afford menstrual products at [PeriodPromise.ca](https://www.periodpromise.ca)



Working with communities in BC's Interior, Lower Mainland, Central & Northern Vancouver Island

"Free and accessible menstrual products provide me with the freedom to continue with my day and the confidence in knowing that I have one less thing to worry about."

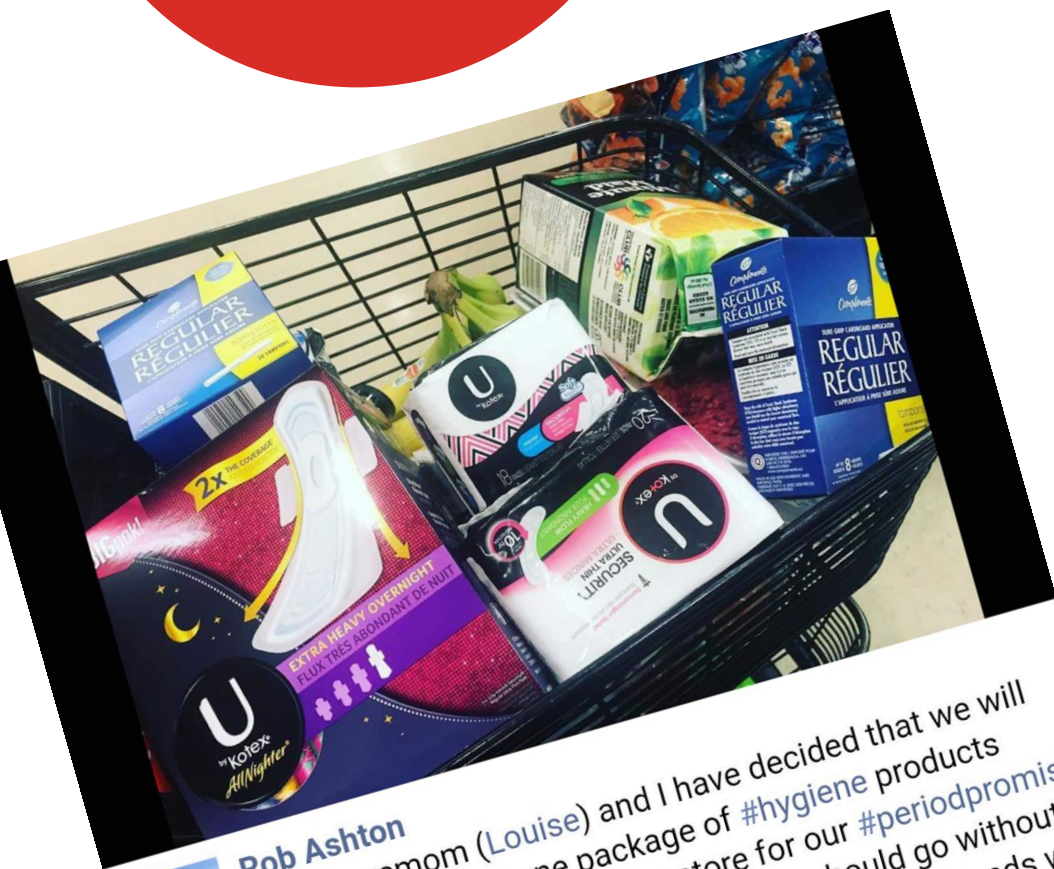
You can help at
[PeriodPromise.ca](https://www.periodpromise.ca)



Working with communities in BC's Interior, Lower Mainland, Central & Northern Vancouver Island



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Rob Ashton

So @tsarsmom (Louise) and I have decided that we will be buying at least one package of #hygiene products every time we visit a grocery store for our #periodpromise. No person that needs these products should go without them. I would like to issue a #challenge to my friends who do not need these products. Go to a store, buy some pads or tampons, take a picture with it and hash tag #periodpromise #bcfd #ilwucanada #beingagoodperson

391

CUPE 391 President
@CUPE391Pres

@CUPE391 is pledging \$300 of menstrual products for @UWLM #PeriodPromise campaign, because no one should experience #PeriodPoverty. We will also be collecting donations at our GM on March 21.

Traducir Tweet

United Way @UWLM

The #PeriodPromise campaign kicks off today! Learn how you can donate product or organize a Period Promise campaign to collect donations in your community from March 7-April 4. More info at periodpromise.ca



Bonnie
@greenurlifenow

Many people can't afford the cost of monthly period products.

You can help the @uwlm's Period Promise campaign by donating funds or period products. The campaign runs until April 4, 2019.

Info on how to donate or get involved: periodpromise.ca

#PeriodPromise #DoGood

Traducir Tweet



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Diamond Isinger
@diamondisinger

Doors have just opened at our @bcgirlguides celebration of #WorldThinkingDay in Surrey & our collection of menstrual product donations for the United Way's #PeriodPromise is piling up! A better world, by girls - one community action at a time.



BC Girl Guides and 3 others

- *Twitter:* @unitedway_ca
- *Instagram:* @unitedway_ca
- *LinkedIn:* @unitedwaycentralalberta
- *Facebook:* @unitedway_CA
United Way's Period Promise
- *Hashtags:* #PeriodPromise
#UWCA



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United Way's Period Promise Product Donation Tally Sheet

Please fill out this form to track your donations before they are brought to the United Way's office, we'll keep track of your campaign so that you can better set goals for next year. It also helps us at the United Way because it makes it easier for us to count the product donations and assemble them into distribution parcels for our partner agencies.

Donation Company/Collection Site: _____ Donation Drop Off Date: _____

Pads (ex – 3 packages of 14 = 42 6 packages of 16 = 96)	Tampons (ex – 4 packages of 8 = 32 12 packages of 96 = 1152)	Liners (ex – 4 packages of 32 = 128 12 packages of 50 = 600)	Other Products (Please specify) (ex – 3 packages of 1 diva cup = 3 14 pairs of menstrual underwear = 14)
Total:	Total:	Total:	Total:



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What more can be done?

- Run an event or lunch and learn and invite United Way to attend.
- Volunteer! We need:
 - Counters
 - Package Builders
 - Drivers for Deliveries



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Creative Ideas

- Team Competitions; create fun team names
- Tampon Jar Counting Contest – can be in person or online
- Virtual painting night fundraiser
- Virtual Cook-off challenge fundraiser (à la Chopped)
- Community Product Drive – Stay Safe!
- Host a virtual Lunch and Learn; invite a United Way speaker to attend
- Host a Period. End of Sentence online viewing party



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Questions?



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Contact us at info@caunitedway.ca



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Thank you to our sponsors

Product Sponsors

always



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