



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 Poster**
- Donation Box Sign**
- Button Design (1.75")**
- Sticker Design (2")**
- Campaign Leaders Training Slide Deck**
- United Way Central Alberta logo**
- Pre-written outreach emails**
- Social Media graphics for Facebook, Instagram, LinkedIn and Twitter**
- Promotional Campaign Video**
- Period Promise Information Sheet**
- Collection Tally Sheet**

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 1 – Jun 30 to run a campaign.*
2. *Decide what kind of campaign you will run:*
 - a. Product Collection – this can be done in the office or from home
 - b. Financial collection – this can also be done in the office or from home
 - 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.
 - d. Stay safe!
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 - Just Giving](#)
 - 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.



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5. *For a Hybrid Campaign:*

- a. Do a combination of the above and stay safe! 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 at a prearranged date and time to maintain safety protocols.*

- a. To set up a safe opportunity to drop donations off at United Way's office, contact us at info@caunitedway.ca or reach out to your closest contact at United Way.

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.

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! Back in March 2021 our United Way of Lower Mainland released the results of our [Period Promise Research Project](#).

There are [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.

One option is to connect with us at info@caunitedway.ca and *see if we can virtually join you* and speak with your friends, or colleagues, or classmates. 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.

Drop Off Your Product

We will set up a day and block of time before June 3, 2021 for you to drop off any products collected. This will be done to ensure your safety during COVID. Before dropping off your product, 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:

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100, 4828 53 Street, Red Deer AB
T4N 2 E8