



United Way  
Central Alberta



Period Promise

# How to Run a Collection Campaign

United Way Central Alberta's Period Promise campaign urges workplaces to organize collection drives from May 1-31, aligning with Menstrual Health Day on May 28th. Whether you're gathering period products, financial donations, or both, you are helping to minimize the impacts of period poverty on individuals and families across Central Alberta.

## Decide a Collection Focus



Does your campaign include financial collections? We accept donations specifically for purchasing period products year-round (see QR code).

## Set a Timeframe

How long will you be collecting donations for? Our Period Promise takes place each year between May 1 – May 30.

## Choose a Location

Grab a box, attach the "Donate Here" sign included in our Campaign Toolkit, and put it in a visible and high-traffic space.

## Get the Word Out

Tell your colleagues, customers, students, and friends about your Period Promise campaign, why it matters, and how they can get involved! Posters included in our **Campaign Toolkit** can be printed or sent out via email. Don't forget to share our social media graphics, tagging @UWCentralAB.

## Build Excitement

Connect your collection campaign to an event, or drive engagement by hosting a competition or draw!

## Drop Your Products Off

Let us know when you're done collecting so we can arrange a drop off! Be sure to fill out the Collection Tally Sheet included in the Campaign Toolkit before you come. Donations can be brought to our United Way Central Alberta office at: **100, 4828 53 Street, Red Deer AB T4N 2E8**

## Did You Know?

Nearly 1 in 4 menstruating Canadians say they struggle to afford period products for themselves or families.

## Local Impact

Through your support, we are able to team up with local community partners in ensuring gathering tampons, pads, and other menstrual products to support those in need.

# Campaign Toolkit



All of the marketing collateral and resources you need to run your own successful Period Promise campaign can all be found in our virtual [Campaign Toolkit: caunitedway.ca/period-promise](https://caunitedway.ca/period-promise)

