



**United Way**  
**Central Alberta**

## **Campaign Emails**

Period Promise Collection Campaign

Thank you for joining United Way Central Alberta's Period Promise efforts by leading a collection campaign in your workplace, group, or community! Whether you are collecting period products, financial donations, or both, your efforts are helping to minimize the impacts of period poverty on individuals and families across Central Alberta.

To help you **generate campaign awareness and engagement** across your team or group, we've created the following **email templates** for you to use:

- [Initial Campaign Awareness](#)
- [Early Campaign Reminder](#)
- [Mid-Point Campaign Reminder](#)
- [Final Campaign Reminder](#)
- [Campaign Wrap-Up & Thank You](#)

These templates are designed to help streamline your communication efforts, but we encourage you to personalize your reach outs so that they resonate with your audience.

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## Initial Campaign Awareness

Hi Team,

I'm excited to share that <<insert org name>> will be participating in the United Way Central Alberta's Period Promise Campaign this year. What is Period Promise?

Simply put, Period Promise aims to address the challenges individuals and families in communities across Central Alberta face when they lack easy access to menstrual products. It's about ensuring that no one misses out on fully participating in community because they don't have the products they need when they need them.

From having to choose between buying tampons or food to struggling silently in washrooms and makeshift pads—these are the realities we aim to change.

Our Period Promise campaign will run from **May 1 to 28, 2024**. We'll be collecting period products **in the office, so please drop them off in the box at reception**. If you prefer to give financially, you can do so by donating directly to United Way Central Alberta's Period Promise campaign: [CanadaHelps.org/en/dn/74539](https://CanadaHelps.org/en/dn/74539)

Last year, United Way Central Alberta raised over 67,800 products distributed to schools and agencies across their communities.

Let's help United Way reach an even higher goal this year, improving the health and well-being of people and making it easier for them to stay engaged in their communities.

Thank you,

<<insert name>>

## Early Campaign Reminder

Hello Team!

We're well into our [Period Promise](#) Campaign – thank you very much to those who have had a chance to donate and/or bring in period products. To give you a sense of the importance of our campaign, here are a few quick information from United Way on period poverty in Canada:

- 26% of people who menstruate say that they have gone through a period without having menstrual products available to them
- 13% of people who menstruate say that, as dependents, their families have not been able to afford menstrual products on their behalf
- 30% of people say that they don't know where to access menstrual products they can afford when their period has hit.

United Way released the results of their [Period Promise Research Project](#), which were pretty shocking. Some of the information they collected included anonymous testimonies about what people do when they don't have the product they need when they need it. I pulled this one out for you:

*"I had to choose between food and menstrual products at the grocery store yesterday. I knew I had one pad at home, my period had just started, and I'm banking on a light period so that I can eat and still be able to make it through my period. If something leaks through I'm not sure what I'll do. I'll probably have to borrow from a friend."*

If you haven't yet had a chance to participate in our campaign, remember that you can also give a financial donation directly to United Way Central Alberta's Period Promise campaign, support the purchase of products year-round: [CanadaHelps.org/en/dn/74539](https://CanadaHelps.org/en/dn/74539)

Kind Regards,

<<insert name>>

## Mid-Point Campaign Reminder

Hello Team!

We're halfway through our [Period Promise](#) collection campaign and we wanted to share some more information with you about the impact that United Way's work on Period Promise has in the community.

Too many families miss out on social events, such as going to the library or the pool, because it is easier to stay home than risk bleeding in public. Not having the product you need when you need it can make staying connected to community difficult.

- 29% missed community events
- 27% missed social events
- 18% missed school
- 22% missed work

By donating to our collection campaign, you will be helping the many individuals with stories like these:

*"When playing sports in school or going on field trips, or being a competitive swimmer, as well as a swimming coach, lifeguard and instructor, I frequently found myself in awkward situations whereby I didn't have enough products or know when I might need products... I wanted to be recognized for my hard work and commitment, and I wanted to have the same access to what I needed to compete and meet my potential as an athlete, and sometimes I just had to exit the situation before completing what I wanted/needed to do."*

Let's make a difference and help improve the health and well-being of our neighbours, making it easier for them to stay engaged in their communities and strengthen vital connections. If you haven't already, please also consider making a financial donation here: [CanadaHelps.org/en/dn/74539](https://CanadaHelps.org/en/dn/74539)

Kind Regards,

<<insert name>>

## Final Campaign Reminder

Hello Team,

Our [Period Promise](#) collection campaign is nearing the final stretch, and we've done an amazing job so far. Thank you to everyone who has also [financially donated](#) to United Way Central Alberta's Period Promise, directly funding the purchase of period products to address local needs year-round.

As you know, many Central Albertans are struggling. Too many in our community are missing school or leaving work because they can't afford to buy the products they need and are unable to freely access them when and where they are needed.

Menstruation is one of the top two reasons that people who menstruate miss work; for many working in low-income positions, it's because they can't afford to buy the product that they need while also addressing their other basic needs. And it's more common than you'd think:

*"I've missed work because the only thing to use was folded up toilet paper, I need to change that very often and am afraid of moving and having it fall down my pant leg. I've even lost jobs because I take time off once a month."*

Let's be a part of the solution. Together, we can rise as leaders to tackle period poverty locally, making our community more accessible for everybody. Bring you your donations **before May 31<sup>st</sup>** and if possible, consider making a financial donation.

Thank you so much for your support.

Kind Regards,  
**<<insert name>>**

## Campaign Wrap-Up & Thank You

Hello Team,

As campaign draws to a close, we wanted to say thank you so much for all your contributions. We are so thrilled that we will be able to provide:

- xx tampons
- xx pads
- xx liners
- xx reusable products
- \$xx in donations

Because of your generosity, United Way Central Alberta will be able to help provide assurance and dignity to those in our communities who are struggling to meet their basic needs due to the rising cost of living and other life challenges. People who are often embarrassed to ask for help due to societal stigma surrounding menstruation.

- Nearly 75% of people say that asking for help is made much harder because of menstrual stigma
- 30% of people say that they don't know where to access menstrual products they can afford when their period has hit
- Nearly 50% of people say that when they don't have access to the menstrual products they need when they need them, it affects their mental health by making them more anxious

Once again, thank you for your kindness and generosity. We are helping build the vital connections that help make our communities stronger.

Kind Regards,  
<<insert name>>