

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:

- Campaign Leaders Training Slide Deck**
- Campaign Leaders Training Recording**
- Leadership Donation Appeal Letter**
- United Way of Northern BC Logo**
- Pre-written Outreach Emails**
- Social Media Graphics for Facebook, Instagram, LinkedIn, and Twitter**
- Promotional Campaign Videos**
- Collection Promotion Poster**
- Donation Box Sign**
- Link to the Period Promise Collection Results Report**

Also available are the following that can be requested from your UWNBC contact:

- Period Promise Round Buttons**
- Plastic Bannering**

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 1-28 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. Get the word out!
4. *For a Financial Collections Campaign:*
 - a. Send out one or two of our pre-written emails to your colleagues.
 - b. Invite colleagues to click on the UWNBC Period Promise website link to make a donation.
 - c. Tell your friends or neighbours that you're running a collection and send them the link to donate.
 - i. Note: All donations done through <https://www.unitedwaybc.ca/donate/> 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 in the local community.



6. After completion of the collection data survey (<https://forms.gle/J7gVdNoHdwMWBTVc8>) product donations can be dropped off at the local receiving agency no later than June 9, 2023.

Monies collected can be transfer to UWNBC in one of the following ways:

- ***Best Option* Online Donation** – you can donate through the United Way of Northern BC website and allocate it to Period Promise. Make sure to let your UWNBC contact know so we can attribute it to your collection site!
- **E-Transfer** – this can be sent to finance@unitedwaynbc.ca. Please be sure to specify if you are choosing this option and what name we can expect to be on the e-transfer.
- **Credit Card** – please give our office a call (250-561-1040) and our Finance staff can assist you. Or, provide us with the best number to reach you at and we will give you a call!
- **Cheque** – please note in the memo “Period Promise” and mail to 1675 15th Avenue, Prince George BC, V2L 3X2.
- **Cash** – While this is the least desirable option, if this is easiest, we are happy to accomodate. We would suggest couriering cash or drop it off at our Prince George office at 1675 15th Ave. Our office hours are Monday – Friday, 8:30am – 4:30pm.

Run an Event

Go the extra mile! Hold an in-person or virtual event to support your collection efforts. 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. Share stories and details about the issue to raise awareness and products!

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. We can present or simply support you in leading the way.

In the toolkit are *two short videos* that we’ve made to support the campaign. Use them to promote your work; we show them whenever we can.

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 we are doing is really just a part of a global problem.

In any case, please connect with us at info@unitedwaynbc.ca or directly with your UWNBC contact person and see if we can join you (either virtually or in-person) and speak with your friends, or colleagues, or classmates. This could be about anything related to the campaign, period poverty as a community issue, or just to answer questions that you and your guests 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, and we’re happy to speak up – especially to support you in your efforts to help eradicate period poverty in your very own community.

One last thing...

To wrap your collection drive, the product needs to make it’s way to the recipient agency in your community. Before dropping off your product, please complete the Period Promise Collection Results Report so we can keep track of how you and the community have come together to make a difference for those in need. It will also help us create new and exciting goals for next year so we may help even more people to access the product they need, when they need it.

Your UWNBC contact with certainly share the location details of the Recipient Agency for your community, however, the details can also be found at <https://www.unitedwaynbc.ca/Period-promise> at any time. Be sure to enjoy the moment when delivering as it can be an incredible opportunity to connect with those that see the impact it makes every day. **Your efforts and contributions matter!**