

## How to run a Period Promise Collection Drive

In this toolkit:

- **Pre-written emails that you can edit and use:**
  1. Launch, purpose of campaign, ask
  2. Reminder, progress, impact, ask
  3. Thank you, results, impact
- **Posters**
- **Donate here signs**
- **Period Promise logo**
- **Social Media Graphics**
- **Fact Sheet**



It's easy to be a part of Period Promise, 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 people like you, get involved and run a collection drive in your workplace, book club, community centre, or wherever it is that you live your life!

### Keep it Simple

These 5 easy steps can quickly make a successful collection. But from this foundation you can get as elaborate as you like.

1. *Choose a timeframe* between March 3 and March 21 to run a campaign.
2. *Print off some posters* and hang them up.
3. *Grab a box* and put it in a common space with the *Donate Here* sign.
4. *Email your colleagues, tell your friends, or neighbours* that you're running a collection.
5. *Share graphics and website* [www.periodpromiseniagara.com](http://www.periodpromiseniagara.com) on your social media channels
6. *[Bring your collection to the drop off location of your choosing.](#)*

### Run an Event

Go the extra mile and hold a short 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.

### Attend our Campaign Celebration & Awards Night to see the results!

To celebrate the great work of so many people, we're hosting a celebration event on March 25, 2020. It's a great opportunity to hear more about the work that we have been doing, and where we can all go from here. *It's also a great last chance to bring in donations to support the campaign.*

Tickets are \$45, to get yours for Awards Night, please contact Cortney at 905.688.5050 ext. 2108 or email [cortney@unitedwayniagara.org](mailto:cortney@unitedwayniagara.org)

If there is something you require that is missing from this toolkit, please contact Tanya at [tanya@unitedwayniagara.org](mailto:tanya@unitedwayniagara.org)