

Launch Email

Hello!

We have partnered with United Way Niagara to help end period poverty in Niagara and we need your help!

DEF: Period poverty is defined as lack of access to period products due to financial constraints.

Period products are a basic necessity. If you are living in poverty or are vulnerable in other ways, access to tampons, pads or cups can be challenging. The Period Promise initiative by United Way mobilizes citizens to be a part of the solution.

Period Promise is more than a product drive. United Way is advocating for those affected by period poverty by asking business and facility owners to sign the Period Promise Policy committing to provide free period products to anyone accessing their facilities.

[company] has decided to run a collection drive from [dates you choose] to help do our part to end period poverty. All products collected will be donated directly to agencies and service providers across the region.

Make your period promise and bring in a box (or more) of unopened period products to donate. Donations will be accepted [location of bin or box in your workplace] from [open date to close date].

Together we can help people live with the dignity we all deserve. United Way is kicking off this public campaign on March 3rd at three locations; Niagara Falls, St. Catharines & Welland. If you would like to attend any of these free events I have attached the event details to this email. For more information on the campaign you can visit www.periodpromiseniagara.com

Reminder Email

Hello!

Just a reminder to bring in your box (or boxes) of unopened period products before [date] to help end period poverty in Niagara! We will be bringing our collection to [drop off location on DATE].

So far [company] has collected [count] towards our goal of [goal number]. Together we can make a difference!

For more information on the campaign you can visit www.periodpromiseniagara.com

Thank you email

Congratulations [**company**]! Together we collected [**number**] of boxes of period products which will be donated to agencies and service providers across the region. We appreciate all you have done to help end period poverty in Niagara. Thank you for making your period promise!

THANK YOU

For making your commitment to

**period.
promise**

A United Way campaign.
Taking action, providing product.