

Federated  
**Health Charities**

## **Communications Guide**

# Welcome to the 2023 Federated Health Charities Campaign!

This guide will help you develop communications messaging and materials to help promote the 2023 Federated Health Charities Campaign to their colleagues. You can use the materials in this guide to create your campaign communications by filling in the areas highlighted in purple to suit your specific campaign, themes, events, etc.

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## Logo & Campaign Theme

To celebrate Federated Health Charities' 40<sup>th</sup> anniversary, we have updated our logo to celebrate the kindness and generosity of Ontario's public servants, past and present in supporting Federated Health Charities:



Digital copies of our logo are available on the [Federated Health Charities Teams channel](#). If you have specific logo needs, please email Federated Health Charities ([Federated.Health.Charities@Ontario.ca](mailto:Federated.Health.Charities@Ontario.ca)).

**Campaign Theme:** **40 years of caring, 40 years of giving, 40 years of Federated Health.**

**Rationale:** 2023 is the 40th anniversary of the Federated Health Campaign, which was founded by OPS staff in 1983 to help provincial employees raise money for Ontario health charities. Over 40 years, members of the Ontario Public Service, provincial agencies and the OPP have raised more than \$54 million to support our 21 member charities. Our 2023 campaign theme celebrates the generosity and hard work of Ontario public servants over the past 40 years to support our charities and improve the health and well-being of people all across our province.

The 2023 campaign is about the compassion and commitment to public service that provincial employees demonstrate every day, whether you work at Queen's Park or alongside the highway in Thunder Bay. It's about recognizing our history and celebrating our contributions to making Ontario better and healthier in the future. It's about the care Ontario's public servants have for the people and places of our province, and what we can achieve when we come together and give from the heart.

Please engage yourself in this year's campaign and put your heart and pride into it.

[Listen](#) to the stories of those living with these devastating illnesses.

[Learn](#) what these charities are doing to impact your community.

[Share](#) how you've been impacted by these diseases.

[Consider](#) how you can open your heart to those in need.

## Social Media

Federated Health Charities has [Facebook](#), [Instagram](#) and [LinkedIn](#) accounts that we can use to post campaign updates, promotions and milestones. If your campaign is interested in sharing content on the main Federated Health Charities accounts, please contact Kate Halloran at [Kate.Halloran@Ontario.ca](mailto:Kate.Halloran@Ontario.ca) or email Federated Health Charities at [Federated.Health.Charities@Ontario.ca](mailto:Federated.Health.Charities@Ontario.ca) to discuss your social media plan.

Federated Health Charities also has a [Microsoft Teams channel](#) and a [Yammer community](#). We encourage people with access to the Ontario.ca intranet to visit these pages frequently to post campaign updates and connect with their colleagues in other campaigns.

Campaigns can also start their own social media accounts, however, make sure to check that your campaign doesn't already have social media accounts from past years before creating new ones. Keep in mind that keeping your social media accounts updated can be a time-consuming task, so consider whether your campaign has the resources to commit to this task before creating an account.

### We're here to help support you with your fundraising!

Here are a few ways you can use our socials within your communications strategy:

#### [Have an event you'd like to share?](#)

Post it on our Yammer or Teams channel.

#### [Proud of your volunteers?](#)

Shine a spotlight on them by sharing a photo and brief description with us, and we'll highlight them on our social media channels.

#### [Highlight your successes!](#)

Post regular updates about your campaign, including the amount raised by your team, upcoming events and significant milestones to the Federated Health Charities Teams Channel or Yammer community.

#### [Engage your community](#)

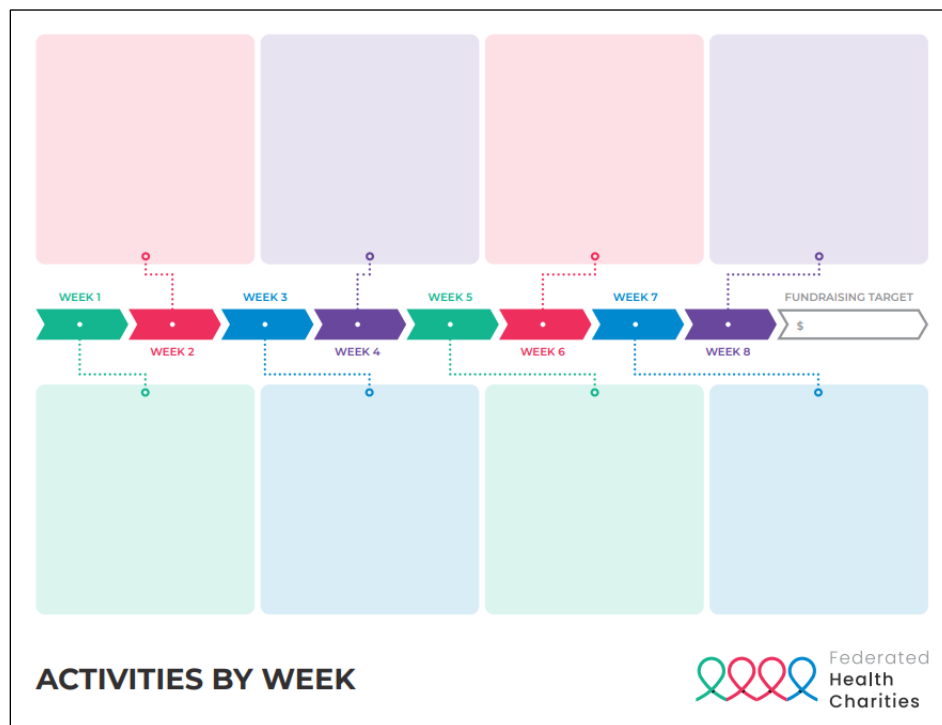
Use social media, whether Federated Health Charities channels or your own ministry/agency/OPP channels to engage your community in your campaign. Members of the public are welcome to make one-time donations or participate in special events, so sharing your campaign activities on social media can be a great way to increase participation and generate enthusiasm for your campaign.

## Campaign Calendars

Campaign calendar templates are available for your use (in 6-week and 8-week formats) under "Campaign Resources" on [FederatedHealth.ca](https://FederatedHealth.ca)

These calendars are a great way to help you structure your campaign rollout and ensure that all team members understand campaign timelines and goals. The calendar is also useful for presenting your campaign to leadership and promoting activities and timelines to your ministry/agency/OPP colleagues.

Example 8-week calendar:



## Executive Committee Recruitment Memo

This memo can be used to ask senior leadership to appoint staff or approve the appointment of staff to your campaign's Executive Team:

Each year, members of the OPS, the OPP and provincial agencies participate in the Federated Health Charities Campaign to raise funds for 21 charities providing patient services, searching for better treatments and cures, and raising awareness about health conditions and illnesses that affect people in communities throughout our province.

Federated Health Charities was founded in 1983 by and for Ontario public servants looking for a way to help improve the health and well-being of people in their communities. What began with a small group of OPS employees raising money for a single charity has grown into one of Canada's most successful and longest-running workplace fundraising campaigns involving more than 40 OPS ministries, provincial agencies and the OPP. Now in its 40<sup>th</sup> year, Federated Health Charities is a major contributor to the fight against life-threatening diseases and life-changing conditions that will affect nearly three-quarters of all Ontarians in their lifetimes.

As we look toward our 2023 campaign, the support of Ontario's public servants is needed now more than ever. The ongoing impact of the COVID-19 pandemic and the rising cost of inflation have hit our charities and the people who depend on them hard. 100% of the money raised by the Federated Health Charities campaign goes to fund medical research and innovation, develop health education and awareness programs, and provide essential patient support services. Last year, [MINISTRY/AGENCY/OPP](#) raised \$XX, XXX. This year our goal is to increase that level of commitment our first step is to create our campaign team.

I would like to introduce you to this year's [MINISTRY/AGENCY/OPP](#) Campaign Chairs(S), [CHAIR NAME/NAMES](#). Our next task is to put together our Executive Committee, which will work alongside the Chair(s) to plan and execute the [MINISTRY/AGENCY/OPP](#) campaign.

Working on the annual Federated Health Charities campaign is an excellent developmental opportunity for promising staff members looking to strengthen their leadership, relationship-building and project management skills. I am looking for your assistance in recruiting volunteers to be a part of the campaign.

If you have any employees that would be a good fit for this opportunity, I ask that you please submit their names to [CHAIR NAME/NAMES](#) and email [address\(es\)](#).

Thank you.

## Volunteer Recruitment Memo

This memo can be used to ask your divisional/regional/branch leaders to appoint staff or approve the appointment of staff to your campaign's Executive Team:

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I would like to introduce you to this year's [MINISTRY/AGENCY/OPP](#) Campaign Chairs(S), [CHAIR NAME/NAMES](#). Alongside our Chair(s) we have an excellent group of volunteers who make up the Executive Committee who will work together to plan and execute the campaign but they cannot do it alone.

We are looking for volunteers to represent the campaign in each of our [MINISTRY/AGENCY/OPP DIVISIONS/BRANCHES/OFFICES/DETACHMENTS](#) and help with promoting the campaign, canvassing, running events, and selling lottery tickets. This role is an excellent developmental opportunity for promising staff members looking to strengthen their relationship-building and project-management skills.

We would like to have our volunteers in place as soon as possible, so if you have any employees that would be a good fit for this opportunity, please submit their names to [CHAIR NAME/NAMES](#) and email address(es).

Thank you.

## Kick-Off Announcement

This memo can be distributed to ministry/agency/OPP staff on April 3, 2023, to mark the start of the 2023 Federated Health Charities Campaign period or you use this memo as a template to create a kick-off message for your individual campaign:

Honourary Chair Ian Freeman, Assistant Deputy Minister, Ministry of Transportation, invites all members of the OPS, OPP and participating agencies to get involved and help to make this year's Federated Health Charities a success.

2023 marks 40 years since Federated Health Charities was founded by Ontario public servants who wanted to help improve the health and well-being of people in their communities. Our 2023 campaign theme, "40 years of caring, 40 years of giving, 40 years of Federated Health Charities" celebrates the generosity and hard work of public servants across Ontario, past and present, in supporting Federated Health Charities.

Last year, more than 5,000 donors from across the OPS, OPP and provincial agencies raised more than \$1.53 million to help our 21 charities deliver badly needed client and patient services, health education, and research into better treatments and cures for hundreds of thousands of people all across Ontario. Our goal this year is to build on our tradition of caring and service to the people of Ontario by raising badly-needed funds to help our charities and the people who depend on them to deal with the ongoing effects of the COVID-19 pandemic and the rising cost of living.

MINISTRY/AGENCY/OPP has been an outstanding supporter of the Federated Health Charities campaign in the past. We are hoping that we can count on your support to help make our 40<sup>th</sup> anniversary our best campaign yet. Our campaign chair CHAIR NAME/NAMES invites you to be generous when your volunteer canvasser visits and to participate in the health awareness activities we've planned.

If you would like to become a Federated Health Charities volunteer, please contact NAME and EMAIL. For more information about Federated Health Charities, visit [www.federatedhealth.ca](http://www.federatedhealth.ca).



## Background Information

You can use the background information provided below to add context to your campaign communications or as a basis for speaking points, briefing materials, etc.:

Each year, members of the Ontario Public Service (OPS), Ontario Provincial Police (OPP) and participating government agencies come together to raise funds for 21 Ontario health charities through the Federated Health Charities Campaign. Federated Health Charities was founded in 1983 by and for Ontario public servants looking for a way to help improve the health and well-being of people in their communities. What began with a small group of provincial employees raising money for a single charity has grown into one of Canada's most successful and longest-running workplace fundraising campaigns involving more than 40 provincial ministries, agencies and the OPP. Now in its 40<sup>th</sup> year, Federated Health Charities is a major contributor to the fight against life-threatening diseases and life-changing conditions that will affect nearly three-quarters of all Ontarians in their lifetimes.

Our 2023 campaign theme "**40 years of caring, 40 years of giving, 40 years of Federated Health Charities**" celebrates the generosity and hard work of provincial public servants, past and present, to support our charities. Since 1983, Ontario public servants have raised more than \$54 million for Federated Health Charities to fund research, develop innovative health education and awareness programs, and provide essential patient support services in communities throughout Ontario.

For more information about the 2023 **MINISTRY/AGENCY/OPP** Federated Health Charities campaign, or if you would like to volunteer, please contact **NAME** and **EMAIL**.

For more information about Federated Health Charities, visit [www.federatedhealth.ca](http://www.federatedhealth.ca).

## Charity Information

Adding information about the 21 charities that make up Federated Health Charities can encourage people to donate by evoking the personal connection or goodwill that donors may feel for specific charities. More information about all our member charities, including videos and client impact stories, are available on [FederatedHealth.ca](https://FederatedHealth.ca):

Federated Health Charities is a coalition of 21 health charities operating in Ontario. Each year, Federated Health Charities raises funds among members of the Ontario Public Service (OPS), Ontario Provincial Police (OPP) and provincial agencies. Each of our charities focuses on a different illness and public servants' contributions go to fund life-saving research, develop innovative health education and awareness programs, and provide essential patient support services.

### Federated Health's 21 Recipient Charities

- [ALS Society of Canada](#)
- [Alzheimer Society of Ontario](#)
- [Arthritis Society — Ontario Division](#)
- [Autism Ontario](#)
- [Canadian Cancer Society](#)
- [Canadian Liver Foundation](#)
- [Crohn's and Colitis Canada](#)
- [Cystic Fibrosis Canada](#)
- [Diabetes Canada](#)
- [Heart & Stroke](#)
- [Hemophilia Ontario](#)
- [Institute for Advancements in Mental Health](#)
- [The Kidney Foundation of Canada](#)
- [Lung Health Foundation](#)
- [MS Society of Canada](#)
- [Ontario AIDS Network](#)
- [Ontario Federation for Cerebral Palsy](#)
- [Osteoporosis Canada](#)
- [Parkinson Canada](#)
- [Sickle Cell Awareness Group of Ontario](#)
- [Spinal Cord Injury Ontario](#)

Please visit our [Volunteer Resources](#) page on our website to access more charity resources. We have personal client stories, short videos, and research advancements for each of our charities. This information can be used in your campaign promotions, weekly health promotion emails, posters, advertisements, etc.

## Federated Health Charities Lottery

This template email can be used as a starting point to promote our [Federated Health Charities lottery](#) to ministry/agency/OPP members:

Thursday, June 29, 2023, could be your lucky day!

You could be one of five people to win big in the Federated Health lottery. Each ticket gives you a chance at winning our top prize of \$15,000 cash! Tickets are \$5 each and your odds are great since only 25,000 tickets are available. Tickets are sold online on a first-come, first-served basis so make sure to buy your tickets early!

Visit [www.federatedhealth.ca](http://www.federatedhealth.ca) to get your tickets today.

The last day for ticket sales is Monday, June 25, 2023, and the draw will occur on Thursday, June 29, 2023, at noon. Don't delay, our tickets always sell out, so buy today!

## Canvassing Email

This template email can be used to solicit payroll donations from ministry/agency/OPP members who use WIN. You can distribute this email as part of a mass email from your executive sponsor of campaign chair(s), or you can share this template with your canvassing team to share with their colleagues in divisional, branch and field offices/detachments:

The 2023 [MINISTRY/AGENCY/OPP](#) Federated Health Charities Campaign is underway!

Each year, [Federated Health Charities](#) helps OPS, OPP and agency employees raise funds for [21 health charities operating in Ontario](#). This year, the support of Ontario's public servants is needed more than ever. The ongoing impact of the COVID-19 pandemic and the rising cost of inflation have hit our charities and the people who depend on them hard.

You can [make a payroll pledge](#) to support the charities of your choice or donate to [all 21 of our charities](#) with a single click. Each of our charities focuses on a different illness and 100% of the contributions raised through the Federated Health Charities campaign go to funding life-saving research, developing innovative health education and awareness programs, and providing essential patient support services.

No donation is too small – every little bit truly does add up. Giving even a \$2 or \$3 per pay can make a huge impact. For the cost of a cup of coffee each week, you can help our charities care for the health and well-being of people all across Ontario through initiatives like [innovative research to improve the diagnosis and treatment of heart attack and stroke in women](#), summer camp for [kids undergoing cancer treatments](#), and [support services for patients experiencing live disease and their caregivers](#).

To make a payroll donation, just follow the simple steps below. If you would rather donate using a paper pledge form, please contact [CANVASSER NAME](#) and [EMAIL](#).

### Donating Through WIN: Easy as 1, 2, 3

- Click this link ([My Charity page in WIN](#)) and log in to your [WIN Employee Self-Service Page](#).
- On the top left corner, you will see a tab that says "[My Charity](#)". Click on it.
- You will then see an option that says, "[Federated Health, Enter New Deduction](#)". Click on it.
- You will see another button that says, "[Add Deduction](#)". Click on it.
- Now you can enter all the details of your donation, including which charities you're donating to, the number of pays you're donating for, and the total amount of your donation, etc.
- If you're donating individually to several charities, repeat the above step for each charity you want to give to and click "[Submit](#)" after each one.
- When you are finished entering all your deduction details, click the button that says "[Submit](#)".

- You're done!

If you don't have access to WIN you can simply complete the **electronic fillable donation form on the Federated Health Charities website**, save a copy to your desktop and email the completed form directly to **MINISTRY/AGENCY OPP CAMPAIGN TREASURER NAME** and **EMAIL**.

**OPTIONAL:** You can include a list of all 21 Federated Health Charities members, a client story or a video at the end of your email to increase your impact. Client stories and videos are available on the **Federated Health Charities website**.

## **Federated Health's 21 Recipient Charities**

- ALS Society of Canada
- Alzheimer Society of Ontario
- Arthritis Society -- Ontario Division
- Autism Ontario
- Canadian Cancer Society
- Canadian Liver Foundation
- Crohn's and Colitis Canada
- Cystic Fibrosis Canada
- Diabetes Canada
- Heart & Stroke
- Hemophilia Ontario
- Institute for Advancements in Mental Health
- The Kidney Foundation of Canada
- Lung Health Foundation
- MS Society of Canada
- Ontario AIDS Network
- Ontario Federation for Cerebral Palsy
- Osteoporosis Canada
- Parkinson Canada
- Sickle Cell Awareness Group of Ontario
- Spinal Cord Injury Ontario

## Campaign Progress Email

This template email can be used to update your ministry/agency/OPP members about the progress of your campaign or as a basis for customized communications for your campaign. We encourage campaigns to send out updates on the progress of their campaigns and promote upcoming special events.

We recommend sending out a campaign update at the halfway point and again leading up to the final week before your campaign, supplemented with targeted communications, as appropriate, to promote special events, lottery sales, etc.:

We are XX (number of weeks into your campaign) weeks into the 2023 MINISTRY/AGENCY/OPP campaign and we are going strong!

We have raised XX (percent of your goal you have achieved) of our goal of XX (your campaign goal) and have lots more planned to help us get to our goal.

Some highlights of the campaign so far include HIGHLIGHT SOME CAMPAIGN SUCCESSES (ex great canvassing in a specific division or branch, a successful special event, a fun launch event, a great guest speaker, etc.).

But we can't do it alone and we need your help to achieve our goal. If you haven't made your payroll donation yet, please log on to WIN and do it today. Donating a small amount each paycheque can make a huge difference to the 21 charities we are raising funds for. This is your chance to get involved in a time when our communities need all the support they can get.

Also, watch out for these upcoming campaign activities: LIST ANY UPCOMING EVENTS, CANVASSING BLITZES, LOTTERY TICKET SALES, ETC.

Thank you for your support.

## End of Campaign Thank You

You can use this template as a guide to craft a thank you note to your MINISTRY/AGENCY/OPP donors and volunteers at the end of your campaign:

MINISTRY/AGENCY/OPP has done it again!

A sincere thank you from ME/US for your extraordinary support for our 2023 Federated Health Charities campaign. Our MINISTRY/AGENCY/OPP CHAIR NAME/NAMES announced today that we've raised \$XX, XXX to fund life-saving research, innovative health education and awareness programs, and essential patient support services across Ontario through Federated Health Charities' 21 member charities.

This figure is a great tribute to the dedication and hard work of our volunteers and donors. It really goes to show that when our communities are in need, Ontario's public servants are there to support them.

We'll be celebrating our success with an EVENT NAME on DATE at LOCATION. I/WE look forward to seeing you there!

## **Additional Communications Tools**

We encourage you to use a variety of different styles of messaging in your communications to reach as wide an audience as possible – some people like personal impact stories, some like data and statistics, and some just want straightforward instructions on how they can donate.

Here are some additional tools to help you develop your campaign communications approach available on [our volunteer resources page](#):

### **Client Stories**

Personal impact stories, accompanied by a photo, can be very effective at putting a face to an illness. You can include snippets of these stories (or the story in its entirety) within your communications.

### **Charity Research Advancements**

Research is funded significantly by donor dollars and this can really highlight for people how their donation is contributing to us moving towards better treatments or cures. Tidbits from this document can be effective in speaking notes as well.

### **Promotional Videos**

We have a large collection of short, impactful videos to provide visuals for your communications. These can help break up written text and be more eye-catching than a standard email. There is a video for each of our charities as well as five Federated Health videos, and a short animated video that [explains the campaign](#) and [how employees can donate](#).

All of the above resources, and more, can be found at [www.federatedhealth.ca](http://www.federatedhealth.ca).