

Federated  
**Health Charities**

**Federated Health Charities**  
**Campaign Communications Guide**

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## How to use this guide

Welcome to the 2024 Federated Health Charities Campaign!

This guide will help you develop communications messaging and materials to help you promote the Federated Health Charities campaign to your colleagues. Use the materials in this guide to create campaign communications by filling in the areas [highlighted in purple](#) to suit your campaign or as a basis to create your own.

## Campaign logo

You can add the campaign logo to emails, posters, presentations, and other campaign materials to indicate official communications from your campaign.



Federated

## Health Charities

Digital copies of our logo are available on the [Federated Health Charities website](#). If you have specific logo needs, such as an alternative format, please email [Federated Health Charities](#).

## Campaign branding

Campaign slogan: **Federated Health Charities. One donation. 21 ways to help.**

Campaign hashtags: **#FederatedHealthCharities, #21waystohelp**

Campaign call to action: **Donate to Federated Health Charities today for healthier communities**

The call to action can be used on its own or in combination with a mission statement from our 21 charities as a final appeal for donations at the end of a document or as part of a social media post. For example:

Donate to Federated Health Charities today for healthier communities ***and life uninterrupted by heart attack and stroke.***

## Key messages

- Federated Health Charities is one of Canada's most successful workplace giving campaigns, working with provincial employees across Ontario to raise funds for 21 health charities helping people affected by serious illness or life-changing health conditions.
- Since 1983, the annual Federated Health Charities campaign has raised more than \$55 million to help fund:

- Innovative and ground-breaking research into better treatments and cures for conditions that will affect nearly half of all Ontarians over the course of their lives
- Health awareness and education to support people's well-being and help people live healthier lives
- Programs and services that support people in communities all across Ontario affected by serious illness and life-changing health conditions.

The annual Federated Health Charities campaign is made possible through the generosity of hundreds of provincial employees donating their time, skills, and creativity on top of their daily responsibilities as public servants to help support a healthier Ontario.

## Charity Information

Adding information about the 21 charities supported by the Federated Health Charities campaign can encourage people to donate by evoking the personal connection or goodwill that donors may feel for specific charities. More information and promotional videos for all our charities is available at [Charities - Federated Health Charities](#).

### Federated Health Charities' 21 participating charities

- [ALS Society of Canada](#)
- [Alzheimer Society of Ontario](#)
- [Arthritis Society Canada](#)
- [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 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 the [Campaign Resources](#) page on our website to access more charity resources that can be used in your campaign promotions.

## Social Media

Federated Health Charities has [Facebook](#), [Instagram](#) and [LinkedIn](#) accounts that we update year round with information about our campaign, the charities we support, and health issues that are of interest to our donors. . Federated Health Charities also has a [Microsoft Teams channel](#), which is [accessible on the Ontario Public Service intranet](#). If your campaign is interested in sharing content on the main Federated Health Charities accounts, please contact Federated Health Charities at [Federated.Health.Charities@Ontario.ca](mailto:Federated.Health.Charities@Ontario.ca) to discuss your social media plan.

If your campaign is interested in starting your own social media accounts, check that your campaign doesn't already have social media accounts from previous campaigns 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.

## Social Media Ambassadors

Social media ambassadors are members of your campaign who commit to amplifying campaign content on external and internal social media platforms by liking, sharing, and commenting on Federated Health Charities content. Social media ambassadors are regular social media users who are engaged with the Federated Health Charities campaign, and passionate about helping their communities. Sharing Federated Health Charities content on professional platforms like LinkedIn, in particular, is a great way to bring our campaign to the attention of newer colleagues.

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

Here are a few ways Federated Health Charities can help you promote your campaign.

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

If your campaign is organizing an event that is open to employees in other ministries, agencies, or the OPP, such as a bake sale in the lobby of your building, a tour of a historic site, or a silent auction, share that information with us and we can use our social media channels and weekly campaign bulletin to help promote your event.

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

Shine a spotlight on them by sharing a photo and brief description with us, and we'll highlight their achievements on our blog and our weekly campaign bulletins.

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

Posting regular updates about your campaign, including the amount raised by your team, upcoming events and significant milestones to your internal communications is an important part of generating enthusiasm and keeping people engaged with your campaign. Share these messages with Federated Health Charities and we'll include them in our campaign updates, as well.

### [Engage your community](#)

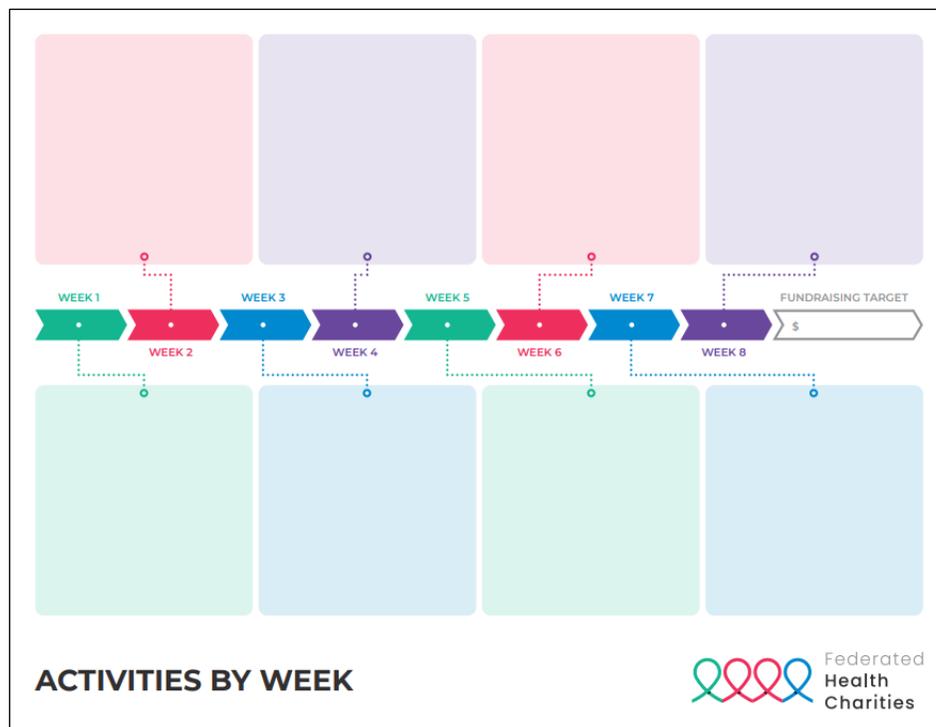
Encourage your colleagues and volunteers to use their own social media to help promote your campaign, either on internal channels like Microsoft Teams or Yammer, if available, or through their personal accounts. Facebook and LinkedIn are great platforms to engage with your colleagues and encourage them to get involved with Federated Health Charities.

## Campaign Calendars

Campaign calendar templates are available for your use (in [6-week](#) and [8-week](#) formats) in the [2023 Campaign section](#) on [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 within your organization.

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 participating provincial agencies come together as part of the Federated Health Charities campaign. The annual campaign raises funds to support 21 charities searching for better treatments and cures, providing health education and awareness, and delivering vital patient and client services for people in communities across Ontario.

As we look toward our 2024 campaign, the support of Ontario's public servants is needed now more than ever as higher prices and surging demand for healthcare 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 our charities and support the people they help. Last year, **ORGANIZATION NAME** raised **\$XX, XXX**. This year, our goal is to increase that level of commitment, and our first step is to create our campaign team.

I would like to introduce you to this year's Campaign Chairs **(S), CHAIR NAME/NAMES**. Our next task is to put together our Executive Team, which will work alongside the campaign chair **(s)** to plan and execute our campaign.

Working on the Federated Health Charities campaign is an excellent developmental opportunity for promising staff 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 who 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 shared with your **executive lead** to send to senior managers in your organization to ask them to appoint or recommend staff to your campaign's team:

Each year, **ORGANIZATION NAME** volunteers donate their time, creativity and skills to help run the Federated Health Charities campaign. Founded by a small group of Ontario public servants in 1983, the annual Federated Health Charities campaign has raised more than \$55 million to help deliver health education and awareness, ground-breaking medical research, and vital client and patient services for people all across Ontario.

As we look toward our 2024 campaign, the support of Ontario's public servants is needed now more than ever. Rising costs and inflation have hit people and organizations across our province hard. Last year, **ORGANIZATION NAME** raised **\$XX, XXX**. This year, our goal is to beat that total, and our first step is to create our campaign team.

I would like to introduce you to this year's **ORGANIZATION NAME** Campaign Chairs(S), **CHAIR NAME/NAMES**. Alongside our chair(s), we have an excellent group of volunteers who make up our executive team 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 and help with canvassing, selling lottery tickets, organizing events, and promoting the campaign on social media and in the workplace. Being part of the Federated Health Charities campaign is an excellent opportunity for promising staff members looking to develop their relationship-building and project-management skills across the organization.

Please share the names of any staff members you think would be a good fit for this opportunity to **CHAIR NAME/NAMES AND EMAIL ADDRESS(ES)** as soon as possible.

Thank you for your support.

## Kick-Off Announcement

This memo can be shared with staff beginning on April 1, 2024, to kick off the 2024 Federated Health Charities Campaign, or you can use this memo to create a kick-off message for your individual campaign:

Welcome to the 2024 Federated Health Charities campaign!

Every spring, volunteers from across **ORGANIZATION NAME** donate their time, skills, and creativity to organize the Federated Health Charities campaign. For more than 40 years, Federated Health Charities has worked with provincial employees across Ontario to raise funds for 21 charities delivering health education and awareness, ground-breaking medical research, and vital client and patient services for people in our communities.

Last year, **ORGANIZATION NAME** raised **\$XX, XXX** to support better health and an improved quality of life for people across Ontario. We are hoping that we can count on your support to help make our 2024 campaign our best yet. Please join us in the health awareness activities we've planned and be generous when your volunteer canvasser visits.

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).

Thank you!

## 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 health charities delivering health education and awareness, ground-breaking medical research, and vital client and patient services for people all across Ontario.

The annual Federated Health Charities campaign was founded in 1983 by and for Ontario public servants to help improve the health and well-being of people in their communities. What began with a small group of dedicated volunteers 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. 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.

For more information about the 2024 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).

## Federated Health Charities Lottery

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

Friday, June 28, 2024, could be your lucky day!

You could be one of five people to win big in the Federated Health Charities 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 24, 2023, and the draw will occur on Friday, June 28, 2024, at noon. Don't delay, buy today!

## Canvassing Email

This template email can be used to solicit payroll donations from employees who use WIN to manage their attendance. You can distribute this email as part of a mass email from your executive lead or campaign chair(s), or you can share this template with your canvassing team to share with their:

The 2024 Federated Health Charities campaign is underway!

Each year, the [Federated Health Charities](#) campaign helps raise funds for [21 health charities in Ontario](#). This year, your support is needed more than ever. The rising costs and a surging demand for healthcare 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 charities](#) with a single click by visiting WIN. 100% of the contributions raised through the Federated Health Charities campaign go to funding health awareness and education, the hunt for new treatments and cures, and providing vital patient and client support for people in our communities.

No donation is too small – every little bit truly makes a difference. Pledging as little as \$2 per pay period can help fund [innovative research on heart attack and stroke in women](#), summer camp for [kids undergoing cancer treatments](#), and [support services for people living with liver disease](#).

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

### To donate to Federated Health Charities through WIN, please:

1. Connect to your workplace intranet (either in the office or remotely via VPN)
2. Go to the [My Charity page in WIN](#) and select the "Federated Health – Enter New Deduction" link
3. Select the "Add Deduction" button.
4. Enter the charity or charities that you wish to support in the Federated Health Charity field – click the magnifying glass for the list of charities
5. Enter the amount to be deducted per paycheque
6. Enter the number of pays for which the deduction will apply
7. Select the "Submit" button.

To donate to more than one Federated Health charity, repeat Steps 2 – 6.

To donate to all charities, select "Federated Health Charities All" in Step 3.

To automatically renew your pledge each year, leave the "Number of Pays" field blank.

Thank you for supporting Federated Health Charities and the health of our communities!

This template email can be used to solicit payroll donations from employees who donate using paper pledge forms. You can distribute this email as part of a mass email from your executive lead or campaign chair(s), or you can share this template with your canvassing team to share with their:

The 2024 Federated Health Charities campaign is underway!

Each year, the [Federated Health Charities](#) campaign helps raise funds for [21 health charities in Ontario](#). This year, your support is needed more than ever. The rising costs and a surging demand for healthcare 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 charities](#) with an easy, one-step donation. 100% of the contributions raised through the Federated Health Charities campaign go to funding health awareness and education, the hunt for new treatments and cures, and providing vital patient and client support for people in our communities.

No donation is too small – every little bit truly makes a difference. Pledging as little as \$2 per pay period can help fund [innovative research on heart attack and stroke in women](#), summer camp for [kids undergoing cancer treatments](#), and [support services for people living with liver disease](#).

To make a payroll pledge, just follow the simple steps below.

### **How to make a payroll pledge using a paper or electronic pledge form**

For people who cannot make a payroll pledge via WIN, we have donation forms that they can fill out.

1. Go to <https://federatedhealth.ca/> and select [Campaign Resources - Federated Health Charities](#)
2. Scroll down to "Donations Form Electronic Fillable" and select your preferred language ([English](#) or [French](#).)
3. Fill out the form, selecting the charity or charities you want to support, and adding the amount of your donation
4. Save a copy of your completed form to your computer
5. Email a copy of the completed form to your campaign treasurer.

Thank you for supporting Federated Health Charities and the health of our communities!

## Campaign Progress Email

This template email can be used to update your organization about the progress of your campaign or as a basis for customized communications for your campaign. 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 to promote special events, lottery sales, etc.:

We are **XX (number of weeks into your campaign)** weeks into the 2024 Federated Health Charities 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 a payroll pledge to support Federated Health Charities yet, please 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 donors and volunteers at the end of your campaign:

We've done it again!

A sincere thank you from **ME/US** for the extraordinary support you have shown for our 2024 Federated Health Charities campaign.

We're pleased to announce that **ORGANIZATION NAME** raised **\$XX, XXX** to fund life-saving research, innovative health education and awareness programs, and essential services to support people experiencing serious illness and life-changing health conditions in our communities.

Our 2024 campaign was made possible by the dedication and hard work of our volunteers and the generosity of our donors. It really goes to show that when people are in need, **ORGANIZATION NAME** is ready to step up and help.

Thank you again for supporting our 2024 Federated Health Charities campaign!

## Additional Communications Tools

We encourage you to use a variety of tools and tactics 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.

Information about the 21 charities supported by Federated Health Charities is available in the [Charities section](#) of our website and on our [Campaign Resources page](#).