



Recruitment to Participate: National Volunteer Week

Canuck Place Children's Hospice is a leader in pediatric palliative care—locally, nationally, and internationally. As such, the Communication & Marketing team supports the organization with ongoing education and awareness of the Canuck Place program and to support fundraising for care provided for children and families. The team regularly develops and promotes family experiences and stories through visual communications, like newspapers, digital advertising, social media, and videos.

This opportunity will highlight to donors in various ways, the important and impactful role our volunteers have at Canuck Place. This includes sharing written quotes and stories about Canuck Place volunteers to be used across social media, paid media articles, website, and more. While we will share this content primarily in **April 2024 for National Volunteer Week**, this content will also be used in ongoing communication initiatives.

The commitment for this engagement opportunity will take place:

- February–March 2024

Access to a computer is required. Please review the commitment for the opportunity below:

- Send a quote about your family's experience with Canuck Place volunteers
- Share any stories about your family and a particular volunteer at Canuck Place
- Send any photos of your family and volunteers you are comfortable sharing
- Evaluation engagement and feedback

At any time, if you wish for your family images and story to no longer be utilized by the Canuck Place Communications & Marketing team, please send an email [to Lisa Pratt, Associate Director, Marketing & Communications](mailto:lisa.pratt@canuckplace.org) or call 604-362-9932.

We are committed to creating content that truly reflects the diverse communities that our organization serves. We aim to elevate diverse voices and lead positive change through thoughtful and respectful content.

To learn more and submit your name for participation, visit canuckplace.org