



Recruitment to Participate in Father's Day Video

Canuck Place 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 interdisciplinary care Canuck Place provides children and families across the province. This includes sharing your family's experience through photos and videos across all CPCH communication and marketing channels. While we will share this content primarily in June 2024, content will also be used in ongoing communication initiatives.

We hope to select several Canuck Place dads who are presently accessing Canuck Place services or have in the past, to share what it means to be a father of a child with a serious illness.

We envision a conversation-style video with a few Canuck Place dads—a mixture solo interviews and speaking together as a group. We will have questions and prompts to guide the discussion that you will be able to review in advance.

Filming will take place primarily at one of our hospices in Vancouver or Abbotsford. If you are selected and live outside of the Lower Mainland/Fraser Valley area, options will be provided to film in your community. Access to a computer and familiarity with Zoom is required.

The commitment for this engagement opportunity will take place:

- Between April- May (Filming date May – timing TBD)

Please review the time commitment for the opportunity below:

- Participate in a photo/video shoot at the hospice on (3-4 hours)
 - Review questions and prepare for video shoot (2-3 hours)
- Review video draft prior to posting publicly on Canuck Place marketing and communication channels (30 minutes approximately)
- Evaluation engagement and feedback

To learn more and submit your name for participation, please email anna.stuber@canuckplace.org by April 12. Deadline for submission is April 30.

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