

# Campaign Toolkit

## Overview of the Campaign's Goals

Through the InterConnexions campaign, WUSC is celebrating Canadians and people living in Canada who are taking everyday actions, big and small, to create change around the world. Individual contributions such as volunteering with local partners overseas or online, supporting the resettlement of refugees in Canada, or joining this campaign can have a big impact globally.

Do you want to make a difference? Learn more about the work WUSC does and get involved by applying for a volunteer opportunity, making a donation, or attending an event. Find out all the wonderful ways you can create change today; all the information you need is in this toolkit.

Joining #InterConnexionsWUSC means you are part of a group of people who care about global development and want to build a better future for everyone. Welcome to the team!

## Get involved today!

### LEARN

- Read about WUSC's mission and values [here](#).
- Learn about the work WUSC does to help build a better future for youth [here](#).
- Read about our success stories [here](#) and get inspired by our [Some Good News](#).

### VOLUNTEER OR DONATE

- Volunteer in Canada or abroad. International, e-volunteer opportunities, and information about WUSC Local Committees on Canadian post-secondary campuses can be found [here](#).
- WUSC's work would not be possible without the generous donations of individual Canadians and people living in Canada. Donate to support our work [here](#).
- Mobilize your network to make their own donations by fundraising for WUSC. Create a fundraiser on Facebook or set up your own fundraising page for the campaign [here](#).

### ATTEND AN EVENT

- Find out about upcoming events hosted by WUSC [here](#).

### RAISE AWARENESS

- Share information about the campaign with your family, friends and colleagues (check our talking points section). Talking about this cause with people you know is a great way to create change. Call a friend and use this toolkit to guide your conversation.
- Organize an event to raise awareness on a global issue.
- Raise awareness on social media, using our hashtags, key messages, and shareables in this toolkit.
- Send a letter or an email to your elected officials/local MP to ask them to be champions for Official Development Assistance (ODA), raise awareness with their caucus, and ensure that investments in development are part of the Budget.
- Send a letter or an email to your local MP to ask them to share their support to this campaign on social media. Make sure to include the campaign hashtags and suggested social media posts.

## Join our campaign

Visit the [campaign landing page](#) to join us. You'll find campaign updates and stories of impact, as well as new opportunities to get involved. Here you can also get more information and resources to learn about the importance of Canadians and people living in Canada getting involved and contributing to Canada's global development efforts.

## Key messages and talking points

When we provide [youth around the world](#) with access to education and economic opportunities, we build a better future for everyone. That future starts with people like you. Get involved with WUSC today: [interconnexions.wusc.ca](https://interconnexions.wusc.ca)

The world we live in is more connected than ever and the decisions we make everyday matter. Learn how you can have a global impact on the lives of young people through WUSC's programs and volunteering opportunities: [wusc.ca/volunteer](https://wusc.ca/volunteer)

We can all help build a better future for youth and we can start today. Talk to your friends about how, together, we can make a difference. Get some ideas on how to make changes here: [interconnexions.wusc.ca](https://interconnexions.wusc.ca)

Change starts with all of us. Raise awareness, [donate](#), [help resettle refugees](#), or [volunteer](#). Learn about more ways to take action here: [interconnexions.wusc.ca](https://interconnexions.wusc.ca)

When Canada supports a better future for youth globally, everyone benefits. Make sure global development is part of the next Budget by sending a letter or an email to your local MP. Learn more about the critical work WUSC does here: [interconnexions.wusc.ca](https://interconnexions.wusc.ca)



## Sample social media content

We are looking for supporters to help spread the message that Canadians and people living in Canada can take action for global development in many different ways and even from their own homes. Consider using the hashtags #InterConnexionsWUSC to help identify your posts with this campaign.

- Small, every day actions can add up to big change. Buying fairtrade products helps with employment opportunities for young people around the world. Learn more about how you can make a difference today: [interconnexions.wusc.ca](http://interconnexions.wusc.ca)
- The choices we make matter and we can all help build a better future. Let’s start with something small, like buying a fairtrade chocolate bar because this supports employment opportunities for young people around the world. Learn more and join the #InterConnexionsWUSC campaign today: [interconnexions.wusc.ca](http://interconnexions.wusc.ca)
- Make a difference globally without leaving home. Find an e-volunteer placement with WUSC, support the integration of refugees and newcomers in your community, or share this campaign today: [interconnexions.wusc.ca](http://interconnexions.wusc.ca)
- My favourite part of e-volunteering with WUSC? I get to help make a difference in the world while I stay comfy on the couch. Join the InterConnexions campaign today and become part of the change: [interconnexions.wusc.ca](http://interconnexions.wusc.ca)
- You don’t need a degree in International Development to volunteer with WUSC. We need people with diverse skills and experiences. WUSC needs people like you. Learn more: [wusc.ca/volunteer](http://wusc.ca/volunteer)
- What are you good at? Maybe you’re great with finances, you have excellent people skills or you’re always willing to learn something new. Whatever it is, InterConnexions needs people like you! Join the campaign today: [interconnexions.wusc.ca](http://interconnexions.wusc.ca)

Share the social media content on your Facebook, Twitter, or Instagram. You can also use Instagram Stories. Below are some additional tips to help your message stand out on Stories:

- Consider using a font such as “strong”
- Consider using a filter such as “Oslo”
- Use mentions and hashtags as much as possible, keeping it small but clickable
- Avoid placing hashtags and mentions on the left or right sides, where someone would tap to go to the next Story
- Consider using related animations or stickers to make your stories stand out.

## Shareables

Use our social media images to share why it is important for Canadians and people living in Canada to take action and get involved with the InterConnexions campaign. You can download a series of shareables directly to social media platforms here.

**DOWNLOAD**

### CONTACT INFORMATION

For more information about this campaign and what WUSC does, please contact:

[campaigns@wusc.ca](mailto:campaigns@wusc.ca)