

EFC Day of Giving – October 4, 2021

Member Toolkit

On October 4th, World Habitat Day, Electro-Federation Canada members and their business partners are uniting for the [EFC Day of Giving](#) in support of Habitat for Humanity Canada. Together, we hope to raise \$100,000 to help families build strength, stability, and independence through affordable homeownership.

This campaign is an opportunity to demonstrate the strength of our industry and our commitment to investing in the communities in which we live and do business. Your participation will have a tremendous impact on the lives of hard-working Canadians who need your help now more than ever.

On behalf of EFC, Habitat Canada and future Habitat homeowners thank you for your generous support.

This toolkit contains a collection of marketing assets to help you communicate the EFC Day of Giving campaign to your network and publicly share your support of Habitat for Humanity. While the EFC Day of Giving will take place on October 4th, to maximize donations we hope that you will consider promoting the campaign between August 5th and October 4th.

Poster

The campaign poster can be downloaded [here](#). Please consider sharing this poster in high traffic areas around your workplace.

Email signature

We hope that you and your colleagues will use this email signature to help promote the campaign between August 5th and October 4th. The email signature can be downloaded [here](#).

FAQs

The [FAQ](#) document contains information on how your company can participate in the EFC Day of Giving campaign, how to donate, and the impact of Habitat Canada. We hope that this information will help you promote the campaign and encourage donations.

Social media posts

Please share these customizable social media posts on the dates provided below. For convenience consider scheduling posts in advance. Click [here](#) to download social media posts and corresponding campaign images.

Web Banner

Click [here](#) to download the campaign web banner. This banner can be displayed on your company's website at any point throughout the duration of the campaign (August 5th – October 4th).

For more information on the EFC Day of Giving please contact:

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