



After the Bell Charity Drive Social Media Instructions

Thank you so much for agreeing to take part in the Trucks for Change (T4C) / CTA Blue Ribbon Task Force charity partnership with Canada Food Banks on their After the Bell (ATB) program.

As CTA outlined in its 2021 business, we are focused on helping to promote and showcase the charitable acts and initiatives undertaken by member companies and we are well positioned to sustain and expand on the positive image the industry gained during COVID-19 into other areas, with a strong focus on supporting Canadians in need.

But taking the load is only half the job! Remember, we are asking all carriers who take part in this campaign to document and share stories/images/video of their efforts and involvement.

Here's How:

1. Please share a picture or video clip and a short description (what, where, who, pick-up and drop off info; names of employees/partners in the image) of your transportation activity on your own social media accounts and please be sure to tag **@Cantruck** on Twitter and **@cta_cantruck** on Instagram. Also, please include the hashtags **#drivingforchange** and **#truckerspayitforward** so we are easily alerted of your posts;
2. If you don't have social media accounts (you should totally start one!), but we still want to highlight what you are doing on our own platforms. Simply send a picture or short video clip with a description to marco.beghetto@cantruck.ca and we'll do the rest.

Pic/video ideas:

- Snap a pic of your driver as he or she leaves to pick of the charitable load; Have a quick Q&A with your driver about the task;
- Pose office staff working the phones etc. as they organize the load, working with T4C etc. Tell us on camera why your involvement is important for your company;

- Ask the driver to snap a pic or short video of the pick-up or drop off scene and send to you (then you can post online at your company accounts or send to us);
- Don't be afraid of selfies. People like people. Encourage drivers involved with the load to snap a pic or make a short statement on video about the scene and their feelings about giving back.

CTA will collect all media sent to us directly or what we find through being tagged online – and retweet or repost. At the end of the campaign later this summer, CTA will release a social media collage of our proud members' clips and pics!

Good luck and have fun!

Please contact marco.beghetto@cantruck.ca or call directly at 416-249-7401 ext 238 with any questions.



TIPS FOR SUCCESS

- Make it a fun and COVID-19 safe holiday activity for those involved. Organize challenges between corporate locations or departments at one location. The winning team could receive anything from a certificate to gift cards for a local coffee shop.
- Organize a food sorting/boxing activity for staff. Order in pizza and donuts to make it extra fun. Holiday music in the background can help get everyone in the holiday spirit.
- Take pics and videos along the way – at your locations, of your vehicles, and during delivery. Share with your workers, customers and @Cantruck directly or on social media. Tag your posts with #ThankaTrucker and #TruckersPayItForward.
- Measure your impact: we want to track and share how Canada’s trucking industry stepped up this holiday season. Track your donated goods, if possible, by weight (we are in trucking, after all) or alternatively by item counts or approximate dollar value.

Support Canadian Red Cross’ Emergencies & COVID-19 Response Fund

- Donating is simple and already set up through T4C’s portal. Click to donate and share the link with workers, suppliers, and customers. (Charitable tax receipts will be issued by email).

Other National T4C Network partner charities:

Consider supporting any of these other Canadian charities, either through financial donations or with donated goods, this holiday season.

- **Brands for Canada:** Provides NEW, donated clothing, plus NEW personal care and NEW houseware items, at no cost, to people living in poverty.
- **First Book Canada:** Distributes books and educational resources to programs and schools serving children from low-income families in Canada.
- **Frontier College:** As a national charitable literacy organization, works with volunteers and community partners to give people the skills and confidence they need to reach their potential and contribute to society.
- **Habitat for Humanity Canada:** Brings communities together to help families build strength, stability and independence through affordable home ownership. Operates ReStores stores that accept and resell quality new and used building materials.
- **I Love First Peoples:** Empowers Indigenous children and youth to succeed through education and the motivation to stay in school.
- **True North Aid:** Dedicated to serving and supporting northern Indigenous communities in Canada through practical humanitarian support.

Thank you for your support.

We look forward to seeing your activities on social media!