

2019 | WINDSOR-ESSEX'S VitalSigns®

COMMUNICATION PACKAGE

INTRODUCTION

As a valued community partner of the WindsorEssex Community Foundation (WECF), please help us to promote the 2019 *Vital Signs*® Survey (here is a direct link: <https://bit.ly/2CFcRgx>) through your networks, be it via your newsletter, social media, or helping to distribute paper copies*. Please use this communication package as a tool to promote the Survey. Simply cut and paste the wording and pair it with graphics we have provided.

WHAT IS THE VITAL SIGNS® PROGRAM?

The Vital Signs® Program is a community report that combines national, provincial, and local data with residents' views on important local issues. This report is a catalyst to engage our community in an ongoing dialogue about who we are, what we do, why we do it, and where it can lead. This is the seventh year the WECF has been part of the national Vital Signs® program. The results are combined with other data from sources such as Statistics Canada to create an all-encompassing report for our region. Learn more at www.wecf.ca.

WHY IS THE VITAL SIGNS® SURVEY IMPORTANT?

The WECF has used the *Vital Signs*® program to engage Windsor-Essex residents in a deeper exploration of issues and trends that affect and influence community vitality. Our annual survey delves into resident's thoughts on the quality of life in Windsor-Essex's focusing on 11 key issue areas. The survey results are published in the *Vital Signs*® Report providing our residents with the opportunity to learn about their region, reflect on how we're doing, and inspire conversation and communication.

WHO USES VITAL SIGNS & WHY

Residents, businesses, community organizations, educational institutions and government leaders use *Vital Signs*® to learn about community needs, and direct resources where they will have the greatest impact.

NOTES

Please tag us in relevant social media posts:

Facebook @WECFoundation <https://www.facebook.com/WECFoundation/>

Twitter @WECFoundation <https://twitter.com/wecfoundation?lang=en>

LinkedIn <https://www.linkedin.com/company/windsor-essex-community-foundation>

WE ARE USING THE HASHTAG #VitalWE

Additional information on this program is available online at Community Foundations of Canada's website www.vitalsignscanada.ca or through the WECF's website www.wecf.ca. We look forward to your participation and, should you have any questions contact the WECF at 519-255-6572.

* Contact the Foundation for paper copies of the survey



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Please use the following guide to assist you with promoting the Vital Signs program.

GENERAL SUMMARY

TO BE USED FOR: FACEBOOK, LINKEDIN, NEWSLETTERS, WEBSITES:

The WindsorEssex Community Foundation wants to hear from you! Tell us what you think of Windsor-Essex as a place to live, learn, work, play, and grow by taking the 2019 Vital Signs Survey. Click the link <https://bit.ly/2CFCRgx>. Those who complete the survey have a chance to win \$100.

Vital Signs is an annual check-up that measures the vitality of our community, identifies significant trends, and assigns grades in areas critical to our quality of life.

TO BE USED FOR TWITTER & INSTAGRAM:

The 2019 Vital Signs Survey is here! Don't miss your chance to share what you think of #YQG as a place to live, learn, work, play, and grow. Click the link <https://bit.ly/2CFCRgx> to take the survey now. Let's hear your voice! #VitalWE

CAN BE PAIRED WITH THE FOLLOWING GRAPHIC: (Please see email attachment for image)

2019 | WINDSOR-ESSEX'S
VitalSigns®
SURVEY
LET'S HEAR YOUR VOICE!
TELL US WHAT YOU THINK OF WINDSOR-ESSEX

COMMUNITY FOUNDATIONS OF CANADA all for community | FONDATIONS COMMUNAUTAIRES DU CANADA ensemble pour tous

WindsorEssex Community Foundation

IN PARTNERSHIP WITH WINDSOR STAR

TAKE THE SURVEY!
at www.wecf.ca

3200 Daziel Drive, Suite 511, Windsor, ON N8W 5K8 | P: 519-255-6572 | E: info@wecf.ca | www.wecf.ca

2019 | WINDSOR-ESSEX'S **VitalSigns**[®]

DIRECT SURVEY LINK:

<https://bit.ly/2CFCRgx>

OTHER GRAPHICS FOR USE:

WECF Logo



2019 Vital Signs Logo's

