



Key Messages

Develop 3-5 key messages that can be easily understood and remembered. They should be short, punchy and have memorable language. These key messages will be the foundation for all promotional and media material you will produce and interviews you give.

Some examples:

- Volunteer Week, April XX-XX, recognizes the many people who donate their time and energy to this community.
- We hope everyone in (community) will salute our local volunteers by participating in Volunteer Week events, putting up a display or sign, and saying thank you to the volunteers you know or meet.
- 150 Alberta communities are participating in Volunteer Week 200X.
- Alberta volunteers contribute 139 million hours annually – the equivalent of 76,000 full-time year-round jobs.
- Nearly 40% of Albertans volunteer; this is considerably higher than the national average of 27%.