WHAT THEY WANT

- Practical support
- Simple access to support
- Consistency in support
- Able to be there for their child/ren
- Some internal locus of control
- Be seen and validated
- Support for everyone in their family
- Mental health support
- To feel less alone
- Healthy outlets

THEY MEET A GUIDE (WCK)

Empathy

We'll help to cut through the noise and connect you into the right support for you and your family. This is freely given; there is no cost or expectation.

Authority

We have a strong track record of doing what we say we will. We've built trust with families who spread the word about WCK, and wiith experienced healthcare professionals. Word of mouth serves us well. We have a credible online presence

WHO GIVES THEM A PLAN

You can enter our low-barrier programs at any point. We walk alongside you, offering practical support, and can connect you with other resources. We keep channels of communication open so you can keep in touch as much as you like. You can enter and exit at any time. We offer simple ways for you to participate in spreading the word and helping others.

THAT CALLS THEM **TO ACTION**

Direct

Try out our programs. Connect with us to help you find support.

Transitional

Check out our website Spread the word Advocate for WCK Share the impact Volunteer

THAT LEADS TO **SUCCESS**

- Life is a little easier
- The family feels more whole and less scathed
- Equipped to move forward
- Successfully accessed the most helpful support and resources
- More energy to keep going
- Feel connected to a community, respected, and validated



THEIR PROBLEM

Villain

The impact of their diagnosis and the system they're forced into

External

Healthcare is focused on physical & medical care of the child. No coordinated support, some basic needs not met Endless hoops to jump through/information overload Can feel impossible to navigate Loss of income, community, and social supports

Internal

Feel overwhelmed, angry, guilty, powerless, uncertainty & fear, traumatized. Nothing makes sense any more. EXHAUSTION. Can feel indebted to those who provide some support

FAMILY BRANDSCRIPT



TRANSFORMATION

From

Exhausted Overwhelmed Invisible Lost

To

Knowing someone cares Seen Validated Less confused Clearer path forward

Capable of amazing things

WHAT THEY WANT

- Visibility for their giving
- A tax receipt
- Tangible impact
- Feel good / make their employees feel good
- Engagement opps
- USP why go with WCK?
- Understand the difference their donation has made
- Something that represents a personal interest / core value / brand alignment
- Low risk, uncontroversial, credible cause
- Bang for their buck

Empathy THEY MEET A GUIDE (WCK)

We'll show you the tangible, hugely impactful ways you can make life better for a family in B.C. and meet their real everyday needs. When you choose WCK, we will nurture this relationship so you feel good, your team feels good, your giving is celebrated & shared and meaningful impact stories & stats are available to you. You'll be able to understand and share the difference you've made through a credible, grass-roots organization that gets things done.

Authority

We can share testimonials, impact stats, and news about who is partnering with us. Word of mouth in the community shows our credibility too. We're leading the way in ethical storytelling practices.

WHO GIVES THEM A PLAN

We will show the clear need you will meet, provide easy ways to give, acknowledge your giving quickly, keep you regularly up to date through our communications, and show you the real life impact. We will appreciate the heck out of you.

You/your team will have opportunities for hands-on engagement with the organization.

THAT CALLS THEM TO ACTION

Direct

Donate: Feed a family, connect a kid to social support, SAKTC, make mental health a priority for caregivers

Transitional

Sign up to our newsletter
Follow us on social media
Visit our website
Spread the word about WCK
Provide backlinks to our site

THAT LEADS TO SUCCESS

- They know the impact
- They feel good
- They know they've helped
- They didn't waste their dollars
- They made the right choice
- They feel our gratitude
- They get good publicity/brand affinity
- They get a tax receipt



THEIR PROBLEM

Villain

Financial constraints – which cause will make the biggest difference with our donation? What matters most?

External

Can't help everyone – limited resources
Will a bigger charity bring more visibility?

Internal

Trust in how their money is used

Compassion fatigue – hard to be exposed to sad /distressing things

Rigid ideas of how giving/philanthropy works

DONOR BRANDSCRIPT



TRANSFORMATION

From

Inundated with choices
On the fence about WCK

To

Satisfied with the difference they make
Confident in their choice
Inspired to invest further

Inspired to invest further

Connected to parental experience

WHAT THEY WANT

- A chance to give back
- To make a real difference
- To feel part of a community/connected to the cause
- To make things better for kids and families
- To gain valuable experience for future work – resume building and references
- To feel useful and
 contribute their skillset
 To try out working with kids

THEY MEET A GUIDE (WCK)

Empathy

Every drop in the bucket makes a huge impact. Every meal packed, every hour spent with a kid, every smoothie blended. We will work with you to make volunteering with WCK a good fit and something you feel proud to commit to. The hard work will feel worthwhile, especially as you enjoy being part of a fun, supportive community.

Authority

Volunteer testimonials

Clear Process/Communications/Follow Through
Family impact testimonials showing their gratitude
Statistics (volunteer hours in programs – the programs couldn't run without you)

WHO GIVES THEM A PLAN

Apply. We'll chat and together figure out the right fit. We'll find a spot where you can shine. Go through onboarding & training and agree on a plan with us. We'll check in with you often.

We'll be clear with you about what's possible. We'll appreciate the heck out of you, and we'll give you what you need to succeed.

THAT CALLS THEM TO ACTION

Direct

Fill out the application!
Go through the intake and onboarding process.
Give WCK volunteering a try.

Transitional

Check out our website
Become an advocate for WCK
Sign up for the newsletter

THAT LEADS TO SUCCESS

- Purpose
- Sense of community
- Connection
- Empowered
- Valuable experience
- Seen the impact
- Feel valued



THEIR PROBLEM

Life gets in the way

External

Work, school, illness, stress, family commitments
Lack of resources
Geography
Access to opportunities

Internal

Fear of getting it wrong
Feeling unskilled/"I'm not good with kids" etc.
Boredom/monotony
Feeling disconnected
Unrealistic expectations – it's not just fun

Philosophical

There's never enough time or space to make a real difference It feels like just a drop in the bucket. Does it really matter? Life is just so busy – can I really prioritise this? Will it benefit me to commit to this?

VOLUNTER BRANDSCRIPT



TRANSFORMATION

From

Unfulfilled
Disconnected/isolated
Powerless/stressed
Struggling to prioritise

To

Feel more confident to give back and know you add value. Appreciated and surrounded by community.

Capable and skilled.