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Memo

TO: Staff

FROM: Communications **DATE:** January 23, 2024

RE: Tikinagan Promotion Initiatives

As part of our service model, Mamow Obiki-ahwahsoowin, we believe the answer lies within the community. Wiidamaakewinik Odanohkiig (Communications Team) wants to give each of our Tikinagan community-based offices and staff the resources they need to engage with their local community members, partners, and visitors. We want to put more tools in the hands of our staff to support relationships with your families.

To accomplish this goal, we have several important engagement initiatives this year:

1. **Radio Scripts:** Staff have been asking for radio scripts to take to their local radio station. We will be releasing these monthly, with the first coming out next week. We welcome any staff who have the knowledge to translate the messages for on-air.

2. **Promotional Materials Box:** Next month, we will be sending a box to our community offices that will include:
    - Print Materials
    - Brochures and rack cards
    - Booklets
    - Posters
    - Tikinagan Value Posters
    - New banner stand for events

3) Bakitinikewinan Box: Starting in April, we are introducing a new project, the Bakitinikewinan Box. Each of our community-based offices will be sent a box every quarter containing Tikinagan promotional items. The items in the Bakitinikewinan Box are solely for the purpose of gifting to children and youth, visitors, or foster parents as small tokens of our appreciation.

4) Return of Swag Store: Before the start of the next fiscal year, we are planning to relaunch the Tikinagan Swag Store. This will help support your events or provide a Tikinagan gift to support a family or child. Offices receiving the Bakitinikewinan Box may be required to use those items first prior to accessing the store's catalogue.

We hope these tools you will be receiving will help with your home visits, community engagement, or show appreciation to Foster Parents.

Questions? communications@tikinagan.org