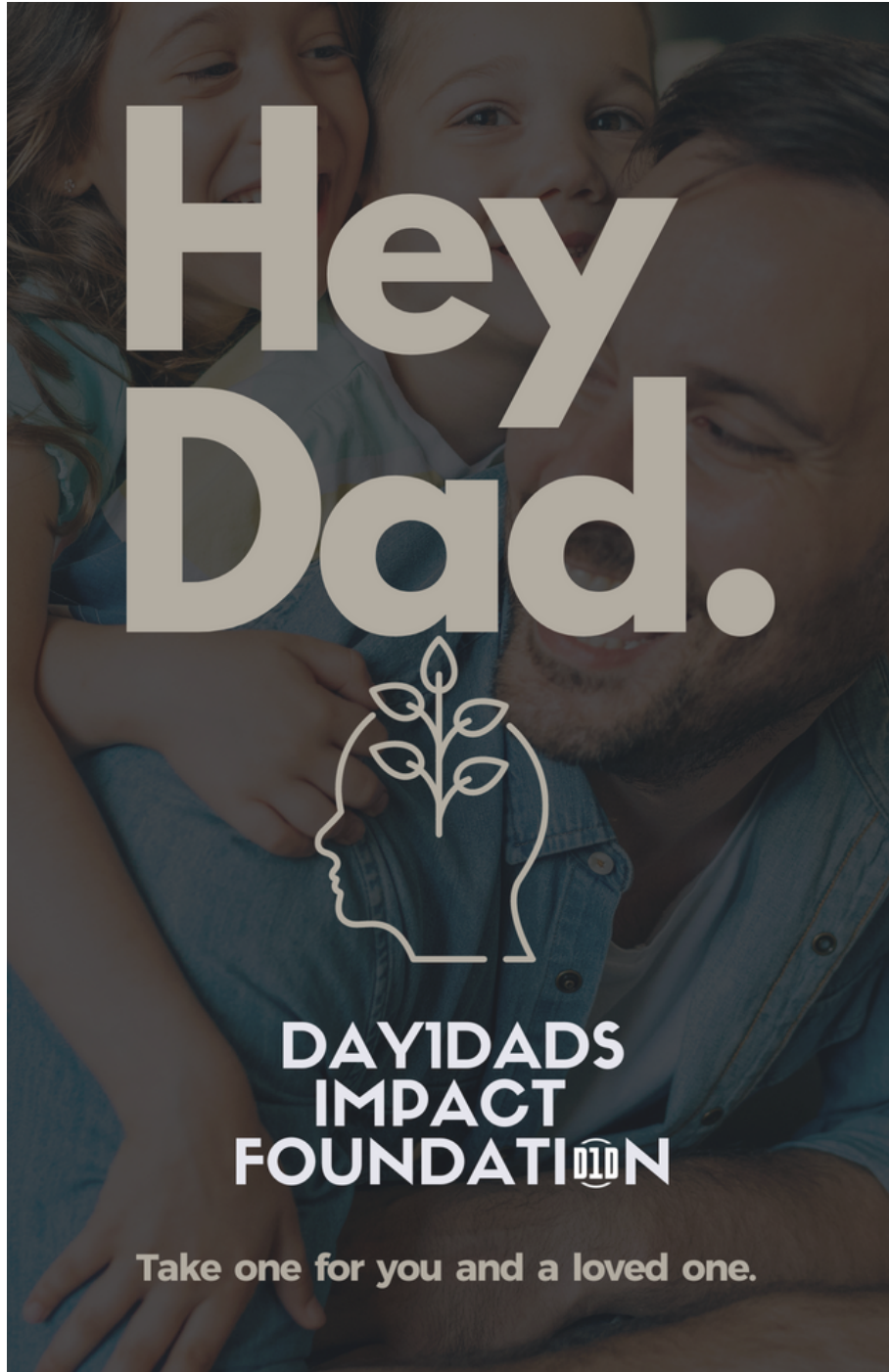


# Hey Dad. Campaign

by DA1DADS Impact Foundation



November 2023

## DAY1DADS in 100 words

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DAY1DADS Impact Foundation is a non-profit organization established by two friends and fathers, Curtis and Steve, with over 25 years of friendship. Their mission is to emphasize the importance of supporting dads by providing resources and tools to help them be the best fathers they can be with their anticipated launch of their Hey Dad Care Card. They firmly believe that every dad needs a supportive community where dads can rely on each other for help, advice, and encouragement as they navigate the challenges and joys of parenting. DAY1DADS is dedicated to providing tools and support for fathers to succeed.

## Campaign Overview

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To create awareness and access to support for Dad's.

## Objectives

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Distribute 1000+ Hey Dad Care Cards to Dad's in need through retailers or via online for FREE shipped anywhere in Canada/USA.

## Launch Date

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November 2023

# Marketing & display collateral

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Material will be shipped free of charge (within 5-7 business days)

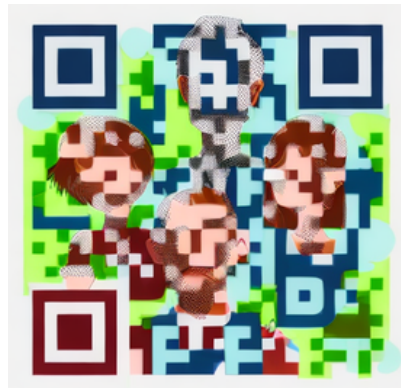
- 25 Hey Dad Cards + 25 Post Cards + 1 Poster + Display

## Hey Dad. Care Cards

Each provides access a comprehensive collection of mental health support, suicide prevention resources, conversation starters, and a vibrant community at your fingertips.



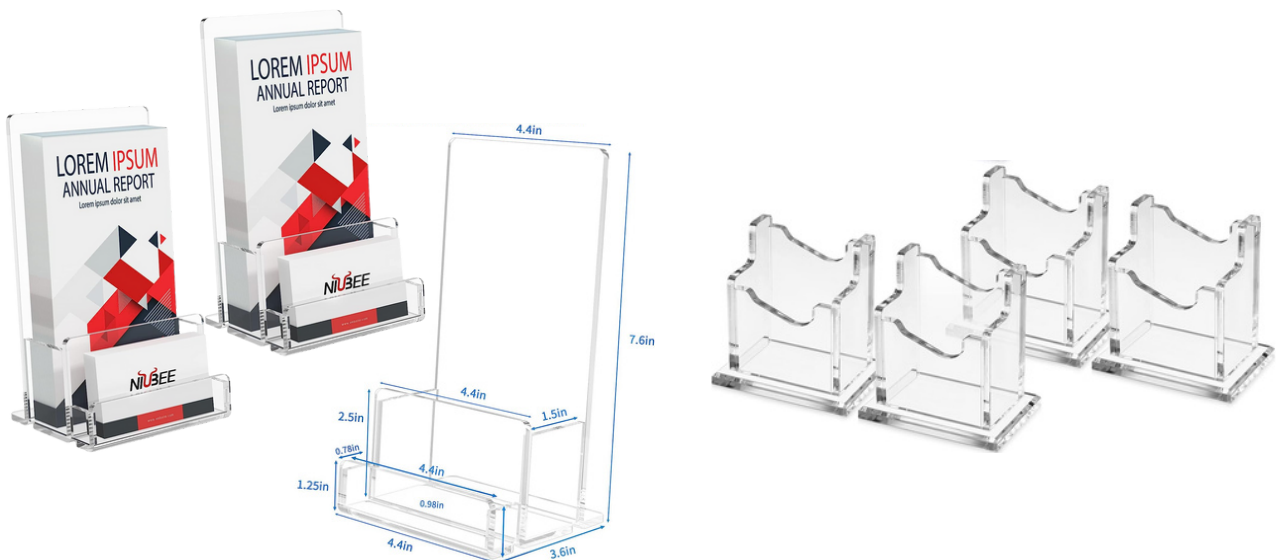
Scan Me



## Display

Your choice that fits your organization

- Brochure + card stand **or** 11"x17" poster + single card stand



# Post Cards

*"Pre-loaded with 30 days access to BetterHelp.*

*An online counseling platform that provides individuals with access to mental health professionals from the comfort of their own home.*

*Plus, additional impact resources.*

*Take one for you and a loved one."*



## Merchandise

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**"Hey Dad" touque**  
**\$25.00**



**"Hey Dad" snapback**  
**\$35.00**

## Contact Us

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### Ordering

impact@d1d.ca

### Web

www.d1d.ca

### Instagram

@day1dads

### Founders

Curtis Alexander

curtis@d1d.ca

Steve Mix

steve@d1d.ca

