



MEDIA KIT – Volunteer Peer Advocate Recruitment Campaign

Kickoff – August 12, 2024

Recruiting Campaign Brief (Overview)

- Objective
 - The Burns Way, a new hope for **All** Veterans, is seeking volunteers from the veteran community - Canadian Armed Forces and RCMP – to join us as peer advocates. Those selected will be trained to provide peer support to veterans seeking assistance using an anonymous chat application accessible from any smart device or desktop browser. The program will launch in the fall of 2024 and will be available to veterans 24/7/365. The Burns Way is particularly committed to meeting the needs of veteran cohorts that have suffered from historical harm, including Indigenous, 2SLGBTQI+, and minority veterans.
- Campaign Period
 - Volunteer peer recruitment will be ongoing, beginning on August 12, 2024. The objective will be to secure veterans from a broad range of lived experiences to allow those seeking support to engage with the peer advocate who most closely meets their needs.
- Other details
 - The Burns Way is a not-for-profit corporation that is registered in Canada.
 - The program is informed by veterans and its Board of Directors has extensive representation from the veteran community.
 - The platform is completely anonymous. No personal information is collected and will never be required to receive support.
 - The Burns Way does NOT provide mental health counseling and is NOT a crisis service. It connects veterans to other veterans for empathic support based on shared experiences.
 - Veteran peer advocates will all be Canadian veterans (CAF and RCMP) over 18 years of age who have been honourably discharged from service.
 - For more information, visit <https://theburnsway.ca/>

Brand Guidelines

- The official program name is **the Burns Way**, where the “t” in the first word “the” is intentionally lowercase
- Our official tagline for the program is “A new hope for **ALL** veterans.” Where possible, the word “**ALL**” should be bolded.

Key Message (Narrative) – for a Stakeholder Website or Newsletter

We're excited to launch a national campaign to recruit veterans of the Canadian Armed Forces and RCMP to volunteer as Peer Advocates for the Burns Way — an anonymous peer support chat-only platform for **ALL** Canadian veterans.

For the first time in Canadian veteran history, Indigenous, non-Indigenous, and minority veterans have come together to create a space that is safe and judgment-free. It is a place for veterans to take control and begin their journey to wellness.

Our inclusive community will provide round-the-clock access to peer support. Using a smart device or a desktop browser, guests will connect **anonymously** with trained veteran peers who will bring shared experiences to the chats. When the chat is over, it all disappears, ensuring confidentiality. For those seeking help, there is no need to register, log in, or provide any personal information, and the Burns Way will never use chatbots. There are no waitlists. Connections are completed within seconds, with real people ready to respond with empathy.

The program launches this fall, but right now, the Burns Way is recruiting and preparing to train applicants to serve as veteran Peer Advocates. The Burns Way: A new hope for **All** Veterans. Learn more and apply today! <https://theburnsway.ca/>

Website Content

The Burns Way: A new hope for All veterans. Learn more, volunteer.

For the first time in Canadian veteran history, Indigenous, non-Indigenous, and minority veterans have come together to create a safe, culturally secure place where all veterans can seek support.

<NAME OF ORGANIZATION> is proud to support the Burns Way. As a member of the not-for-profit corporation's Board of Directors, we will ensure that all our members and stakeholders have a voice in shaping and expanding this innovative new program. The Burns Way will provide access to anonymous peer support from trained veterans who share their lived experiences.

We encourage all our members to visit the Burns Way website to learn about this innovative program and to consider volunteering to become a peer advocate. <https://theburnsway.ca/>

Veterans helping veterans – it is what we do.

Social Media Content

X (Formerly Twitter)

- Calling Canadian veterans! Join the Burns Way as a volunteer Peer Advocate - offering anonymous, safe support for your fellow vets. When launched, vets will be able to connect with those who understand their experiences. <https://theburnsway.ca/> #VeteransHelpingVeterans #peersupport
- Canadian veterans, volunteer with the Burns Way! Help provide 24/7 anonymous peer support to those who served. Launching this fall. Sign up now! <https://theburnsway.ca/> #VeteransHelpingVeterans #MentalHealthMatters
- Volunteer to be Peer Advocate for the Burns Way! Launching this fall, the platform offers all Canadian veterans a safe, anonymous space to connect. The Burns Way: A New Hope for **All** Veterans. <https://theburnsway.ca/> #CanadianVeterans #PTSDSupport #InclusiveCommunity

- Veterans, you are not alone. Join the Burns Way, an anonymous platform for 24/7 peer support. Volunteer today to help ensure no one is left behind. <https://theburnsway.ca/> #VeteransHelpingVeterans #peersupport

LinkedIn / Facebook Content

- We're excited to join the campaign to actively recruit Indigenous, non-Indigenous, and minority veterans to volunteer as Peer Advocates for the Burns Way — a completely anonymous peer support platform for ALL Canadian veterans. Our inclusive community will provide much-needed round-the-clock support to those who served. When trained, you will chat anonymously with veterans who need empathic support. Learn more and apply today! The Burns Way: A New Hope for **All** Veterans. <https://theburnsway.ca/> #VeteranSupport #MentalHealthAwareness #PeerSupport
- A national volunteer recruitment campaign is now live. Join us in making a difference! The Burns Way needs veterans to serve other veterans in a completely anonymous peer support program. The Burns Way is launching this fall to provide a safe, inclusive space with 24/7 access to peer support. #VeteransHelpingVeterans #InclusiveSupport #MentalHealthMatters"
- A call to Canadian veterans! We are looking to recruit volunteers to serve as Peer Advocates for the Burns Way: a completely anonymous peer support platform for ALL Canadian veterans. When trained in the Burns Way, you will chat anonymously with other veterans who could use your experience to help them through tough times. A New Hope For **All** Veterans! <https://theburnsway.ca/> #VeteransHelpingVeterans #peersupport
- Calling all Canadian veterans! Sign up today to volunteer and help those who also served their country! The Burns Way is launching this fall. We need you to help provide 24/7 anonymous peer support for Canadian veterans like you. A New Hope for **All** Veterans! Learn more about it at <https://theburnsway.ca/> #VeteransHelpingVeterans #MentalHealthMatters
- We are looking for veterans to join the Burns Way as volunteer peer advocates – a completely anonymous chat application being made ready for 24/7 duty to make sure no veteran is left behind. A New Hope for **All** Veterans! <https://theburnsway.ca/> #VeteransHelpingVeterans #peersupport
- Volunteer today to train as a Peer Advocate! You could be part of the Burns Way. It will launch this fall providing ALL Canadian veterans a safe space to connect with those who understand. Your service may be over, but you may still connect with someone who needs your help! A New Hope for **All** Veterans! <https://theburnsway.ca/> #CanadianVeterans #PTSDSupport #InclusiveCommunity"

Instagram:

- Join the Burns Way and support fellow Canadian veterans! We're recruiting volunteers for our anonymous peer support platform launching this fall. The Burns Way: A New Hope for **All** Veterans! #VeteransSupport #MentalHealth #TheBurnsWay
- A new anonymous way to support our veterans needs volunteers! The Burns Way is preparing to train veterans to offer anonymous peer support for **All** Canadian veterans. Volunteer today! #VeteransHelpingVeterans #PTSDSupport #InclusiveCommunity"

Feel free to adjust these as needed for your specific audience!