

YES CAMPAIGN BRIEF

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Executive summary

Youth unemployment remains a prevalent issue in Canada, with a rate of approximately 13 per cent as of February 2025, significantly higher than the national average of about six per cent (Trading Economics, 2025). Many young job seekers face challenges such as limited job experience, lack of professional networks, and evolving labour market demands. YES addresses these barriers by equipping youth with essential skills, training, and certifications to support career development and success.

With the current employment landscape, YES faces challenges in expanding its employer network, primarily due to a lack of awareness among businesses in Toronto. Economic uncertainties, such as the threat of recession, also steer prospective employers away from partnering with nonprofits like YES. Additionally, YES struggles with differentiating their content between youth and employers, which interferes with establishing clear communication of their key messaging.

To overcome these challenges, YES should implement a strategic communications campaign between the months of May - September 2025, including:

- **Employer Package:** A creative and cohesive pitching tactic comprising physical and digital assets to provide employers with to boost brand awareness and promote partnership.
- **Social Media Split:** A strategic tactic to centralize audience-specific content through separate accounts on various social media platforms such as Instagram and LinkedIn.
- **Open House:** An in-person networking event aimed to enhance authentic partnerships and client relations with new employers, as well as retain current employer relationships.

By following the recommendations provided in this communication campaign and strategy, YES will revitalize its employer partnerships, which would assist service users in their career development.

Organizational Overview

Youth Employment Services (YES) was founded in 1968 to empower disadvantaged and vulnerable youth by providing employment and entrepreneurship services. Over the past five decades, YES has evolved into Canada's leader in youth employment training, programming, and job placement, supporting millions of service users annually with a success rate of 90 per cent.

Mission and Vision

YES is committed to providing youth with access to employment opportunities and promoting social well-being through a variety of programs and services. The organization's vision is to create a society where all youth can reach their full potential and positively embark on their career journey.

Programs and Services Offered

YES offers a wide range of programs tailored to meet its diverse clientele:

- **Employment Counseling and Job Placement:** Personalized support to help youth secure employment.
- **Pre-Employment Training:** Workshops and training sessions designed to prepare youth for the workforce.
- **Future Skills Development:** Programs aimed at equipping youth with skills relevant to emerging industries.
- **Financial Literacy Workshops:** Education on managing finances to ensure long-term economic stability.
- **Entrepreneurship Programs:** Support and resources for youth interested in starting their own businesses.
- **Specialized Initiatives:** Developed in partnership with industry leaders like IBM, these government-funded programs focus on special areas, such as trades, technology, and cybersecurity.

Impact and Recognition

YES' impact extends beyond individual success stories; it addresses youth unemployment and fills the gaps in the Canadian workforce. The organization has received numerous awards for its work, including a 4-star rating from Charity Intelligence and the National Service Award from the Rotary Club of Toronto.

Strategic Partnerships

YES collaborates with various stakeholders, including government agencies, businesses and foundations, to enhance its programs and extend its reach. For example, YES has partnered with the Government of Ontario's Skills Development Fund and IBM to introduce a cybersecurity course for disadvantaged youth, demonstrating its commitment to adapting to the evolving job market.

Governance

The organization is governed by a team of Board of Directors comprising qualified community volunteers, who provide strategic direction and oversight. They ensure that YES remains aligned with its mission while adapting to the changing needs of the youth it serves.

Goals and objectives

Upon meeting with the client as well as conducting industry and competitor analysis, we determined that there was a significant need to find employer partnerships. Prior to establishing our tactics and coinciding deliverables, we set a clear goal of generating employer partnerships within Toronto. When it came to creating our overarching goal, we had to consider two things: target audience and reach. Upon understanding the employers' role in the YES organization, we realized that we needed to focus our tactics and deliverables on a target audience of employers. Furthermore, considering the primary location of the YES building, we understood that service users would need their employers to be within the same vicinity as YES and public transportation. Given our goal and target audience, we also knew we needed practical tactics that would work. So, we created a five-month, three-fold campaign comprising an employer package, a social media split, and an Open House event. Furthermore, we established clear objectives and success measurements that we aimed to accomplish by the end of the campaign. These objectives highlight each area of our campaign and serve as a clear guideline to determine if the project is on track and moving forward.

The following success measurements or objectives are as follows:

- Improve YES' job developer's efficiency by five per cent by May 15, 2025.
- Generate 1,000 followers on the newly established (employer-focused) YES social platforms by June 30, 2025.
- Establish at least ten new partnerships with local organizations and employers by Aug. 1, 2025.
- Acquire at least 20 employers to attend YES' Open House event by Aug. 6, 2025.
- Increase brand awareness for YES across Toronto employers by ten per cent by Sept 1, 2025
- Increase YES' employer rate by ten per cent by Sept. 30, 2025.

We established these measurements based on what we understood could be accomplished given our campaign timeline, tactics and deliverables, and overall goal. To further explain how these goals will be achieved, we will expand on our tactics and deliverables, highlighting how they can be optimized to complete our milestones and generate employer partnerships across Toronto.

Audience and Key Stakeholder Analysis

The primary target audience and stakeholder for our campaign is employers. YES has expressed that its goal is to expand employer partnerships within Toronto, generate more awareness about the organization, and showcase the benefits of hiring youth through YES programs. Our campaign tactics centered around retaining existing partnerships, while also attracting new ones.

Another stakeholder to consider for this campaign is the service users who access YES. Due to the current job market and the increased demand for employment support, service users require skill development and employer connections to gain employment opportunities. Our campaign tactics aim to attract employer partnerships to provide them with mentorship and industry experience. By YES gaining more employer partnerships, service users will have a better chance of securing employment opportunities.

Donors are another key stakeholder for our campaign, including individual contributors, corporations, foundations, and government funders. Attracting new employer partnerships through our campaign tactics

will help demonstrate the effectiveness of YES' programs and reinforce the organization's ability to create job opportunities for youth in Toronto. Based on its success, it will showcase the need for ongoing donor support and funding to help the organization expand its long-term impact.

YES staff and employees are other key stakeholders to consider for this campaign. As the goal is to attract new employer partnerships, staff will play an important role in engaging with employers, building strong relationships, and connecting them with the right service users. Our campaign tactics will streamline the process of employer outreach and create a more efficient way of attracting new partnerships while providing support to service users..

The last stakeholder to consider for this campaign is the organization's competitors. This includes other youth employment agencies in Toronto, such as Woodgreen, YMCA, Tropicana and JVS Toronto. By attracting more employer partnerships through our campaign tactics, YES can enhance its competitive position and strengthen its impact in the industry.

SWOT Analysis

Strengths

- Social Media revamp: plays into pre-existing marketing tactics which have proven to work
 - A fresh outlook allows more differentiation between audiences
 - Revitalized key messages provide a more potent outward-facing product of what YES is about.
- Employer package: provides tangible items that physically show employers what YES does
 - Increases time management, which adds more time for reaching employers
 - Adds an element of uniformity when presenting to new employers
 - Establishes a clear outlook on who YES is.
- Open House: directly connects YES to employers; puts a face to a name
 - Low-scale and replicates a previously successful Open-House event that was service user-focused.
 - Provides the surrounding neighbourhood insight on who YES is and what they offers.

Weaknesses

- Budget Limitations: Without a dedicated budget, certain aspects like branding, design, or open house may need creative, low-cost solutions.
- For example, growing the new employer-focused social media account to 1,000 followers might take longer without paid promotions, making it harder to meet engagement goals.
- Workload management and team coordination: Multiple tasks like creating content, maintaining social media, and conducting outreach could lead the team. Proper planning and delegation will be essential to ensure smooth execution without burnout.
- The complexity of the employer package: Striking the right balance between providing enough information and keeping it clear and concise could be a challenge. Employers may feel overwhelmed and lose interest if the package is too detailed.
- A visually engaging package with bullet points, infographics and success stories would keep their attention.
- Event participation is uncertain, as there is no guarantee that employers will attend the Open House, potentially limiting its impact. We can personalize invitations to increase interest, emphasizing the benefits of attending, such as exclusive networking opportunities, past success stories and direct engagement with YES's team.

Opportunities

- Social media revamp: Opportunity to collaborate with large corporations and employer partners to increase brand awareness (can be accomplished through collaborated posts or IG Live)
- Open House Event: Opportunity to invite small business owners and expand employer relationships
- Open House Event: Opportunity to work with employers in the food/beverage industry and utilize them as a vendor for the event, while allowing them to collab with YES and increase brand awareness
- Employer Package: Opportunity to deliver "PR packages" that include the employer package and swag to business owners. This tactic can encourage them to work with YES possibly post about YES via social media, which would gain brand awareness
- Employer Package: Opportunity to revamp swag in general. This tactic can encourage them to update and invest more in relevant swag that can be useful to employers

Threats

- Competitors already have an edge over YES by having more cohesive social pages
- Economic uncertainty can lead to employers not joining YES as they don't have jobs for the youth to have
- For some reason, no employers show up to the Open House Event
- Employers might not open the Employer packages as they "don't have time to read through it"
- Some type of emergency event happens in the building that makes it necessary to reschedule/cancel the Open House

Campaign Key Messages:

- 1) YES believes employment is empowerment and the cornerstone of safe and healthy communities. We bridge the gap between youth and the evolving labour market, placing young people into meaningful jobs.*
- 2) YES helps create the Canadian workforce by providing industry-specific training that increases efficiency and value for all employers who work with them.*
- 3) From recruitment assistance to onboarding guidance, YES provides continuous support to ensure successful placements and smooth transitions.*
- 4) With YES, you can expect an equal partnership. You provide the jobs, and we'll provide the prime candidates to fill those roles.*

Campaign Overview

Based on our client's needs, goals and objectives, and research and analysis, we have created a three-fold campaign to generate employer partnerships across Toronto. Starting in May, our campaign will span five months before concluding in September to account for the start of the school year. We discovered that May and June are the best times to apply for a job since employers are most open to finding employees during these months (Indeed, 2025). Additionally, we understood that the campaign spanning over the summer months would allow YES to form these partnerships before the end of seasonal contract jobs. This means YES will be prepared to match service users with employers when the need for jobs returns in the Fall. However, the only way to accomplish these partnerships is with a cohesive and creative campaign that entices employers to explore opportunities with YES.

Enter the Say Yes to Success campaign, presented by By the Line Media. Made up of three tactics: an employer package, a social media split, and an Open House event, this campaign will combine these elements to garner the attention of Toronto-based employers. To expand on this further, the next section will demonstrate how each tactic and its coinciding deliverables work together to accomplish the goal of establishing employer partnerships for YES.

Tactic 1: The Employer Package

The first tactic of our campaign is an employer package designed to enhance time management and efficiency amongst job developers, create clear and cohesive messaging, and provide an organized and enticing pitch to our target audience. One of the central aspects of this tactic was establishing proper key messages for YES' organization as a whole. Currently, YES has key messaging for each of its distinct programs but lacks clear statements to provide to employers regarding who they are and what they represent. This has made it difficult for employers to garner a clear and cohesive picture of YES as an organization. As seen above, we established four key messages to utilize throughout the campaign and beyond, as YES can revitalize these statements in future endeavours or media-related entities.

Once key messages were established, we created digital and physical assets that could be shared with prospective employers via email or in person. Given the versatility of pitching, we wanted to ensure YES had multiple assets to use, whether connecting with individuals physically or online. Connecting back to our goals of cohesion, organization and enticement, we created deliverables that could be tied into a singular package for YES to pass along. Since this is the main tactic directly shared with employers, we ensured that all of these assets provide a clear foundation for who YES is, what they do, their impact, and the benefits of partnering with them.

The following outlines what is included within the employer package to provide to prospective employers:

YES Overview

We created a brief overview of YES and its mission to clearly establish who they are to prospective clients. The YES overview provides a synthesized outlook of the organization while highlighting who they are, their mission, vision, quick facts, and key stakeholders behind the organization. This asset offers employers general information about YES so they can learn more about the organization they want to partner with. Alongside providing general information, this asset can be shared digitally or physically with prospective clients, making it easier for job developers to leave a lasting impact on those they communicate with. This deliverable is one of the key focal points in the package as it provides insight and clear messaging about YES. Below is a sample of information we suggest YES shares with prospective clients. The remaining aspects of this overview can be found at the provided link.

YES Overview



YES Quick Facts:

- We offer over 25 employment counselling, training and placement programs, including Employment Services (ES), Youth Job Connection, Youth Collaboration, and many more. YES also offers world class on-line training and development
- The YES-Lighthouse Program has become the leader in training and employing youth with mental health issues
- YES BizStart helps youth with entrepreneurial skills and start their own business
- YES Career Accelerator Program helps develop critical skills for the 'Future of Work'
- YES Mentorship programs help youth in many areas while the hard skills programs YES offers help develop more specific skills in areas like digital literacy and cloud computing

YES Overview



Our Mission:

YES believes that employment is empowerment and the cornerstone of safe and healthy communities. YES leads the Canadian youth sector with innovative programs that empower disadvantaged and vulnerable youth to become self-sufficient contributing members of society.

Our Vision:

Changing Lives...Forever

YES Overview



Who Are We?

Youth Employment Services YES is the Canadian youth employment training, programming, and job placement leader and we serve tens of thousands annually with a close to 90% success rate. YES created youth employment services in Canada in 1968 and has since helped hundreds of thousands of youth, many disadvantaged, directly and millions indirectly. Further, employment is a social determinant to health, so the long term impact is enormous. YES trains and replicates our successful practices with partners and employment agencies across Canada, creating a stronger nation and changing lives...forever.

YES Overview



Meet Our Team:



Timothy Lang
President & Chief
Executive Officer

Timothy Lang is an accomplished leader in the private and not for profit sector with a record of inspiring organizations to achieve results and growth. Tim assumed the post of President & CEO of YES, Canada's leading youth employment service provider, in July, 2015. As President & CEO, Tim will lead a strong team who annually empower and inspire thousands of youth through training and skills development to become contributing members of society through employment.

YES Overview



Meet Our Team:



Margaret Douglas
Vice President,
Finance & Programs

Margaret Douglas- Campbell is the Vice President of Finance and Programs at YES. Since joining YES in 1984 Margaret has worked as a Job Placement Consultant, Employment Counsellor, Program Coordinator, Program Manager and Director.

Program Guide

The Program Guide is another key focal point in the employer package. Like the YES Overview, the Program Guide provides insights into all of the programs offered at YES for its service users. Considering the various industries within the job market, this guide demonstrates to employers how YES stands out through their industry-specific job training, education and assistance. So, when pitching to various employers in different industries, this document will be vital to demonstrate how YES service users stand out in the job market as prime candidates due to their training. For this reason, the Program Guide is a great way to inform prospective employers about YES' services while highlighting what the service users receive and how their support contributes to the Canadian workforce and the surrounding community. Below are the samples of the Program Guide, which we suggest YES shares with employers.

YES

yes

Program Guide

Employment Service
Employment Service (ES) is a program to help people find and keep jobs. Depending on the type and level of services required, the program has different components for participants which includes:

- Assisted Service and Employer Training Subsidies
- Resources & Information (RI)

Youth Job Connection:
Youth Job Connection (YJC) is a program to help youth, 15 – 29 years old, find and keep jobs. It is a PAID program with several components including:

- Planning and Coordination
- Pre-employment Activities
- Job Placement / Work experience
- Education and work transitions supports

Youth Job Connection Summer:
Youth Job Connection Summer is a program aimed to provide high school students with a part-time or summer job. Students will get at least 20 hours of paid training, mentorship and job-coaching even after the program ends.

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Program Guide

BizStart Entrepreneurship
Operating from the Youth Business Centre, BizStart is a part-time, 14 week entrepreneurship training program that assists youth to start a business and find employment. Trainings are offered in marketing, business planning, management, and other business related topics. Youth will be matched with a mentor from the business community for ongoing support and advice.

Lighthouse Project:
The Lighthouse Project assists job-seekers who might be stressed or anxious about looking for or maintaining full-time (30 hours per week or more) employment. Delivered through small group workshops and one-on-one career counselling sessions, participants engage in different topics such as:

- Paid work placement
- Interview preparation, job search support
- Resume and cover letter development
- Relapse prevention planning

Career Discovery (OW Program):
Career Discovery is a program for individuals who are looking for help with their career path. The program provides participants with an opportunity to receive professional career testing that leads to additional skills training. Individual must be on social assistance and be referred by a TESS caseworker.

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Program Guide

Career Opportunity (OW Program)
The Career Opportunity Program assists job ready individuals on social assistance to find and maintain employment. Services include:

- Job development and job matching
- Job fairs, hiring events, guest Speakers
- Job Boards, Job Search Resources
- Individual career counselling
- Interactive seminars/guest speakers
- Interview training and mock interviews

This Way ONward
Youth receive specialized retail specific training which may include: Retail Hard and Soft Skills, Stress Management, Work Life Balance, Personal Skills Development and Financial Literacy. After completing pre-employment training, clients are connected to interview opportunities at Old Navy stores throughout the GTA, and career counselling for the program year.

YESNet
YESNet is a national initiative dedicated to helping young people overcome youth employment challenges through targeted training and education. We collaborate with organizations across the country to provide free, high-quality educational resources, empowering youth to access essential learning tools in their communities.

YES

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Program Guide

YESAbility
YESAbility is an employment program for youth and adults with disabilities. YESAbility provides individualized action planning, career counselling, specialized Job Development, labour market information, work placement opportunities, accommodation support, on-the-job coaching. The program also provides access to additional assistance through QOSP Employment Supports.

YES Mentorship Program
YES Mentorship Program connects YES clients to Industry Leaders in order to build capacity, employability, networks and foster entrepreneurship in young people through establishing supportive, caring and trusting relationships with mentors. This program gives hundreds of youth the opportunity to seek and find mentors to help guide them in their career journey or entrepreneurial endeavors!

Financial Literacy, Capability and Inclusion Curriculum
Developed by YES with the support of HSBC Bank, the Financial Literacy, Capability and Inclusion Curriculum is the organization's latest innovation in helping youth gain the attitude, knowledge, skills, and self-efficacy needed to make and exercise responsible money management decisions.

YES

yes

Program Guide

Career JumpStart: CyberSecurity Analyst Project
The Career Jumpstart program offers paid technical training in partnership with IBM as well as employment and mental health supports to help you thrive in the workforce. Our program will help match young job seekers with the skills and connections needed to fit this in-demand field, while also providing resources and strategies to support the mental health of young workers.

WorkAbility
The YES WorkAbility (YWA) Project is designed to assist employers in creating inclusive and accessible workplaces for persons with mental health disabilities. We offer a range of resources including coaching, training, and human resources support. This project will build employer awareness, raise the profile of persons with mental health disabilities within the labour market, and help workplaces thrive in creating mentally healthy environments for all employees.

YES2Trades
YES2Trades is a program for youth aged 16-29 who is interested in exploring the trades. The 8-week program provides youth with training workshops and hands-on experience through job placement opportunities. Youth will also be certified in:

- WHMIS
- Working at Heights
- First Aid

YES

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Program Guide

To learn more in depth about the programs offered at YES, please visit our website:

<https://www.yes.on.ca/programs/>

Additionally, if you have further questions, please email us at:

yes@yes.on.ca

Partnership Brief

The final focal point of the employer package is the Partnership Brief. Considering how this package aims to entice employers, the brief is essential to informing employers what a partnership with YES entails. Utilizing pre-established information from YES' website, this brief provides a synthesized and visually appealing overview of what is provided and what occurs when an employer partners with YES. Through this brief, we aimed to highlight how partnering with YES poses more benefits for the employer beyond a new employee. Below is a screenshot of the partnership brief we suggest YES shares with employers.

PARTNERSHIPS

How It Works

- Connect with a member of the job developer team.
- Register your business with YES via their website.
 - You will need to provide a business number.
- Post your available jobs.
- Choose your desired candidates.



What YES Provides

- Free job posting service.
- Free application interviews.
- Pre-screening of candidates: YES ensures each applicant matches your job's requirements.
- Wage Subsidy: YES will cover the cost of training the new employee.
- Continuous support in the process!

***“You provide the jobs,
and we’ll provide the
prime candidates to
fill those roles.”***



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Employer FAQs

While we understood that YES features Employer FAQs on its website, we wanted employers to have easy access to answers to any questions they might have. Using the pre-established FAQs as inspiration, we generated several questions and answers that might arise once prospective employers receive this package. To ensure employers have clear and concise answers to their questions, this document outlines details of what a potential partnership with YES looks like, as well as other key aspects of the organization. Below is a screenshot of the Employer FAQ that we suggest YES shares with employers to provide them with more awareness about the ins and outs of partnerships with their organization.

Employer FAQs

How can YES support my business in hiring?

YES helps employers find motivated, job-ready youth who have completed career coaching, skills training, and employment preparation. We simplify the hiring process by matching you with the right candidates, saving you time and effort.

What kind of candidates does YES provide?

We work with youth aged 15-30 from diverse backgrounds, including those seeking entry-level positions, skilled trades opportunities, and entrepreneurial support. Our candidates come prepared with workplace training and are eager to contribute.

What programs does YES offer to prepare candidates?

YES provides a range of programs to ensure candidates are workforce-ready, including:

1. Employment Counseling & Job Placement – Helping youth find meaningful jobs.
2. Pre-Employment & Skills Training – Equipping candidates with essential workplace skills.
3. Financial Literacy & Entrepreneurship Support – Teaching business fundamentals and money management.
4. Skilled Trades & Apprenticeships – Connecting youth with careers in trades.
5. Mentorship & Career Development – Offering guidance and networking opportunities with industry professionals.

Does it cost anything to hire through YES?

No, our hiring services are completely free. Additionally, many of our programs offer wage subsidies and financial incentives to help businesses reduce hiring costs.

What industries do YES candidates work in?

We support hiring across various industries, including retail, hospitality, customer service, administration, skilled trades, and more. If you have specific requirements, we can help find candidates that fit your needs.

How does the hiring process work?

6. Share your job openings with us.
7. We screen and recommend qualified candidates.
8. You interview and select the best fit.
9. Our team provides ongoing support to ensure a smooth onboarding process.

Can my company collaborate with YES beyond hiring?

Yes! Companies can partner with YES in various ways, including mentorship programs, industry-specific workshops, and sponsorships for YES events. These collaborations not only support youth employment but also enhance corporate social responsibility initiatives.

Does YES host networking events for employers?

Yes, YES organizes events such as open house events, job fairs, employer panels, and industry roundtables. These events offer opportunities to connect with potential hires, industry professionals, and community partners.

What kind of support does YES provide to employers during and after hiring?

Employers receive ongoing support from YES throughout the hiring process. This includes pre-screening candidates to ensure a good match, providing onboarding guidance, conducting post-placement check-ins, and offering access to training resources and mentorship opportunities.

How long does it take to match candidates with job openings?

The timeline varies depending on job requirements and candidate availability. In most cases, employers can expect a list of qualified candidates within a few days to a couple of weeks. If the role requires specialized skills, the process may take longer.

Are there any tax benefits or government incentives for hiring through YES?

Yes, many YES programs offer wage subsidies and hiring incentives. Additionally, some government initiatives provide tax credits for businesses hiring youth, newcomers, or individuals from underrepresented communities. YES can assist employers in exploring funding options and navigating the application process.

What if the candidate isn't the right fit?

If a placement doesn't work out, we will work with you to find a better match and provide any necessary support to ensure a successful hiring experience.

Can I hire more than one candidate through YES?

Yes! We can assist with hiring one employee or multiple, depending on your business needs.

How do I get started?

Getting started is easy! Contact our team via phone, email, or LinkedIn, and we'll guide you through the process of recruiting with YES.

Email Pitch Template

Alongside generating employer partnerships, another objective of our campaign was to increase time management and efficiency amongst job developers. From our team's experience, we understood how long it takes to assemble a package for employers and generate a specialized email pitch for prospective clientele. Based on this reasoning, we created a generalized email pitch that YES job developers can use to share with potential employers. Its simple format allows YES to customize the copy to fit the specific industry or profile of the employer they are pitching to. Below is a screenshot of the template we recommend YES use for all pitching purposes to remain consistent.

Dear **<insert employer name here>**,

I hope you are doing well.

I am contacting you on behalf of Youth Employment Services (YES) to inquire about a potential partnership with your business. Based on our research into your company, I noticed that (insert information about the company), and I believe a collaboration with YES would be mutually beneficial.

YES is a not-for-profit organization that provides esteemed job training and education for underrepresented youth aged 16 to 30. We aim to connect our diverse talent pool with GTA-based employers matching their organization's job criteria. With an 86 percent success rate, we work diligently to provide employers with qualified candidates and personalized job service experience. From recruitment assistance to onboarding guidance, YES offers continuous support to ensure successful placements and smooth transitions.

I have also attached a few documents that provide further information on what an equal partnership with YES looks like. If this interests you, please let us know, and we can connect you with a personal job developer who will assist you with all job service requirements.

Thank you for your time, and I look forward to hearing from you soon.

All the best,
Insert signature here

Attach digital employer package to this email

[Video Reels & Long-Form Interviews](#)

Connecting to the testimonial aspect of our campaign, we also wanted to provide digital media aspects to help tell YES' story to prospective employers. Understanding the importance of digital storytelling and the power visuals play, we created several digital media deliverables, such as short-form and long-form videos. Recognizing the power of cross-platform sharing, we wanted to generate videos that could be used within the employer package and across YES social media platforms and website. We included videos that we knew would help provide employers with a visual picture of YES' impact and what they do while serving as testimonial for the YES brand. Understanding that employers are busy individuals, we developed two short-form video reels (see social media section), which allowed us to showcase the benefits of partnering with YES.

We also created a video series that YES can utilize to showcase the team behind their organization and provide insider perspectives into the job market or employer partnerships. Our long-form video series, *Say Yes to Success: Interview Series*, highlights the job developer team's work while providing key insight into the organization. Through these assets, future employers can see how YES impacts the community from an insider source while learning how their partnership works to serve the youth. The video also serves as the final component of the employer package that YES can send to prospective employers to tie together their stories and entice employers to work with them. Below are two videos of long-form testimonial-style interviews that we recommend YES share within the employer package and on their website.

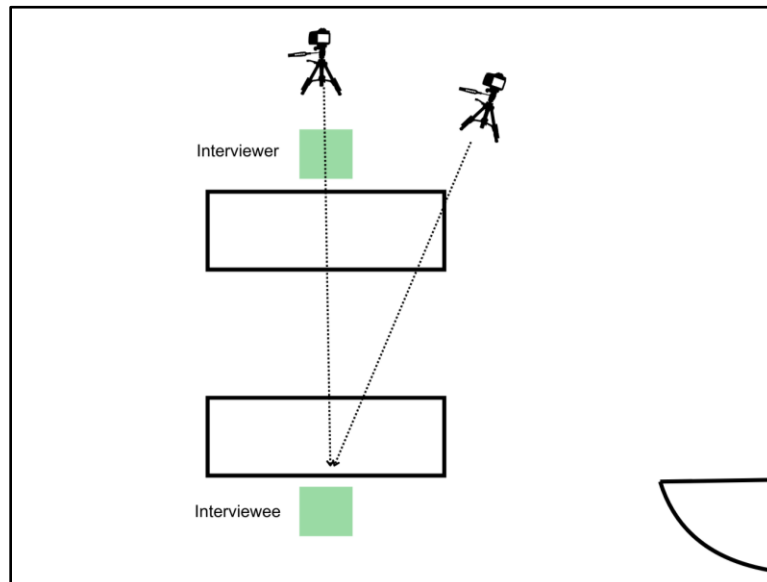
[Job Developer Long-Form-copy.mp4](#)





[Interview Style Video Guidelines](#)

Outside of the actual package, we created three additional elements that YES can use internally to assist them in maintaining their employer package and general pitch to clients. The first component is video style guidelines to help show YES how they can continue to create video elements to upkeep their employer package, such as the interview series. Considering the importance of word-of-mouth marketing, the brand's human side, and how YES creates most of their media in-house, we created an easy template to showcase how YES can capture and produce a long-form interview. Furthermore, we wanted to demonstrate how the interview series could be adapted to showcase other perspectives outside the job developer team, such as service users or current employers. This method allows YES to provide digital testimonials whereby future employers can hear from those directly impacted by the organization instead of reading the current written testimonials YES features on their website. The simple switch to video adds more depth to the organization, and by following the instructions provided through the templates, YES can continue with this series and expand their future employer package. Below is a screenshot of the interview tips and setup we recommend YES uses for any interview-style videos or testimonial filmings. For the full document, see the link above.



Tips for the interview-style video

- Rehearse the questions you are going to ask in the interview
 - This will allow for a more natural tone of voice
 - When you practice, you feel more prepared and, therefore, more relaxed
- The background should be clean and free of distractions (we recommend a neutral colour wall)
- Eliminate unnecessary distractions from the room that might interfere with the interviewer or interviewee
- Dress professionally (e.g. business casual, no sweat suits, clean clothes, clean hairstyle, light makeup if applicable)
- Give the interviewee a summary of what kind of questions they will be asked just before you start the interview. This will help put them at ease and feel better prepared.
 - Also, remind the interviewee that they can return to a question or redo an answer if needed- this helps eliminate fears of messing up or saying the wrong thing.
- Interview videos should only be a maximum of 10 minutes long
- Before recording the video, test the following
 - Check the lighting through the camera lens (does it need to be adjusted on the camera?)
 - Check through the camera lens that the interviewee is centred in the frame (not too far off to the left or right and not too much white space above their head)
 - Record a test video
 - Is the lighting still okay?
 - Can the audio be heard clearly without much background noise or echoing?
 - Is the picture clear and not blurry?

- During the interview:
 - Don't forget to speak clearly
 - Don't be afraid to let the conversation flow naturally
 - If you think of a follow-up question to the answer they gave, then ask it
 - You don't have to read the questions you set before the interview word-for-word
 - Show active listening skills by incorporating part of the answer they just finished giving you into the following question (e.g. "Since you have been working with YES for 10 years, can you give us some insight into what you think the best thing about working with YES is?")
 - Remember, you are the one leading the interview. If you think the interviewee is starting to go off track, it's your job to steer them back to be in line more with the interview topic
 - When you're about to end the interview, if applicable, ask them if they have anything else to add (e.g. "Is there anything else you'd like employers to know about partnering with YES?")
- After the interview:
 - Thank the interviewee for coming
 - Compliment them on an answer they gave in the interview or on how well they did in general

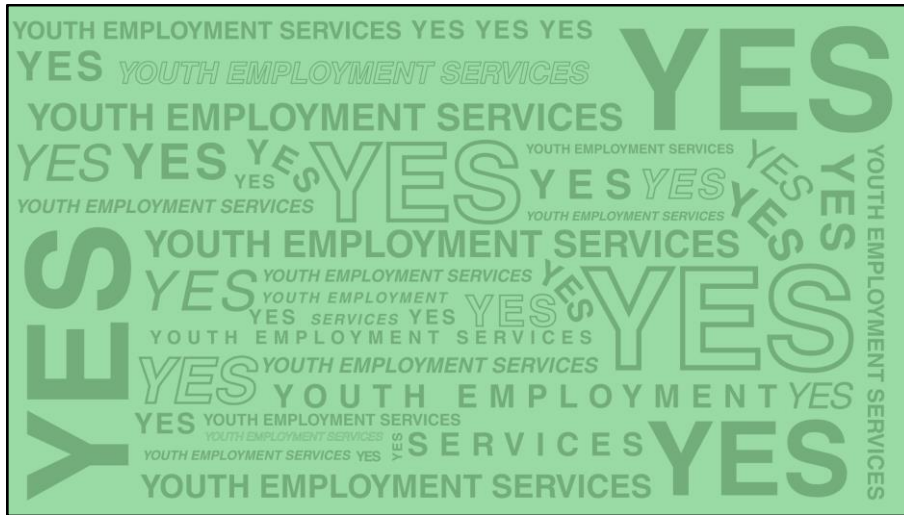
Digital Media & B-Roll

Like the storyboards and templates, we also included additional digital media and graphics alongside the employer package that YES can utilize in future projects. We also captured B-Roll, which can be shared with prospective employers if they require more insight into YES and its building. We created additional digital deliverables, such as graphics and brand assets, that we suggest YES use within their employer package or for other purposes, such as social media. Alongside the graphics, we created a simple background that can be repurposed for multiple media projects. Understanding the importance of brand guidelines and cohesiveness, this background can be used in various media endeavours such as graphics, static posts and videos. This additional media sets YES up to have extra content that can be repurposed for future use in upcoming projects.

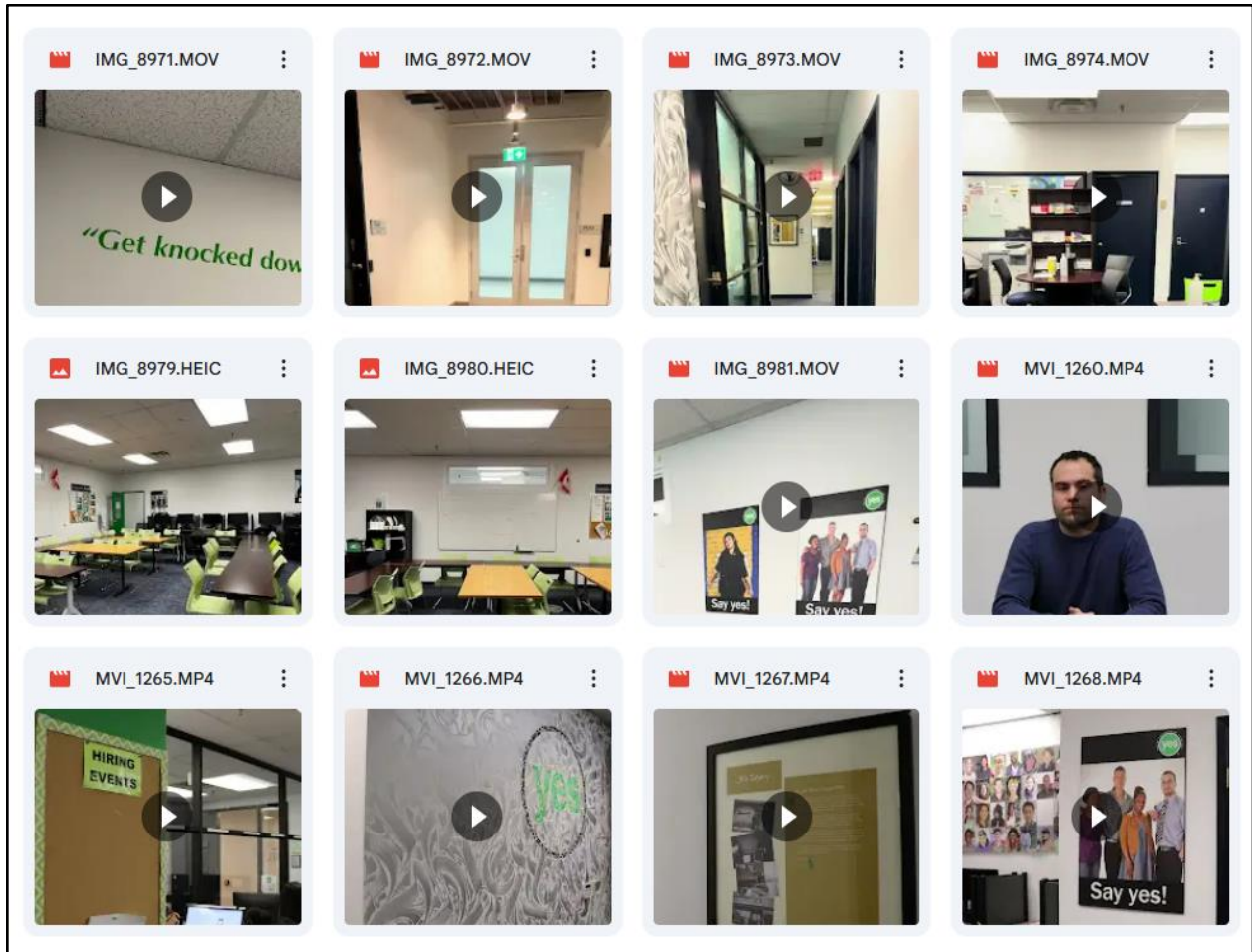
Additional Media Assets (Graphics)



Background



B-Roll



Tips on Using YES Swag

The last aspect of this tactic is a document highlighting how YES can use branded swag to give away to employers to increase visibility and create a lasting impact. This document provides various swag items that can be purchased to entice clients and highlights the most cost-effective places to buy them. It offers YES a clear perspective on the benefits of using swag and how it provides an additional element to enticing employers and generating brand awareness. Below is a screenshot of the tip sheet highlighting our recommendations for YES to consider when utilizing swag.

Effective uses of YES swag

When thinking about what swag to use and in what situation, it's important to consider what would give your brand the most visibility, what promotes your brand's values and what might show your appreciation towards employer partners.

Here are some examples of effective uses of YES swag:

- **Pens**
 - This is an easy and cost-efficient way to get your brand out there. Everyone needs a pen, and it's something that is frequently used.
 - This is a great thing to add to envelopes of physical employer packages being sent out, but also to have on hand when going to networking events or other similar events.
- **Drinkware**
 - This is an effective type of swag to use as everyone uses drinkware, whether it's water bottles, mugs, or tumblers.
 - This is a great thing to add to physical employer packages being sent out in a gift basket style.
 - They're also great to have on hand when going to networking events or other similar events.
- **Vinyl stickers**
 - This is an easy and cost-efficient way to get your brand out there. Vinyl stickers are very on trend right now, as it's a way for individuals to express themselves creatively.
 - These are also a great thing to send out with a physical employer package, as it will not cost any extra to include them in an envelope.
 - They're also easy to include in mini swag bags or onto a table when at networking events or other similar events as they do not take up much room due to their relatively small size.
- **Sticky notes**
 - This is an easy and cost-efficient way to get your brand out there. Everyone needs sticky notes, and it's something frequently used.
 - This is a great thing to add to envelopes of physical employer packages being sent out.
 - They're also easy to include in mini swag bags or onto a table when at networking events or other similar events as they do not take up much room due to their relatively small size.
- **Notebooks**
 - This is an easy and cost-efficient way to get your brand out there.
 - This is a great thing to add to envelopes of physical employer packages being sent out.
 - They're also easy to include in mini swag bags or onto a table when at networking events or other similar events as they do not take up much room due to their relatively small size.
- **Tech accessories (USBs, wireless chargers, ring lights, etc.)**
 - This is an effective type of swag to use as everyone uses tech accessories.
 - This is a great thing to add to physical employer packages being sent out in a gift basket style, or in an envelope depending on the size and what type of tech accessory is being used.
 - They're also great to have on hand when going to networking events or other similar events.

Having swag items that are common use items makes them more likely to be used constantly, and therefore a constant reminder of your brand. When your brand stays top of mind, it's more likely employer partners will want to continue to partner with you and it's more likely they'll recommend you to other potential employer partners.

There are many printing companies such as [Vista Print](#) that offer customization to the swag items I've listed above. Vista Print also offers [corporate pricing](#) which allows for cost savings on swag items and it is also a part of the Rakuten cash back program which means if YES connects a Rakuten account to Vista Print, they will get money back from each purchase which will also save YES money.

Two other printing services that offer a similar all-inclusive service for purchasing customized swag are [Staples Promotional Products](#) and [4imprint](#).

(See Appendix A for full access to Employer Package Deliverables)

Tactic 2: Social Media Split

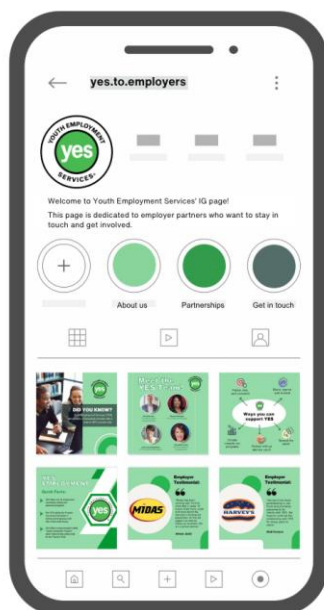
The second step of this campaign revolves around YES' social channels. YES currently uses multiple social channels to promote its brand and services, but does not differentiate specific platforms for specific audiences. Often, when they share content intended for one target audience, such as employers, their other target audience, youth, also interacts with it, causing confusion as the content is irrelevant to them. With this in mind, we plan to refresh YES' LinkedIn and Instagram pages to reflect the updated brand elements and ensure that these platforms have the right messaging that caters to their relevant target audience so there is cohesion and clarity.

Below, we have outlined the assets included to support the YES team in transitioning to this updated social media strategy:

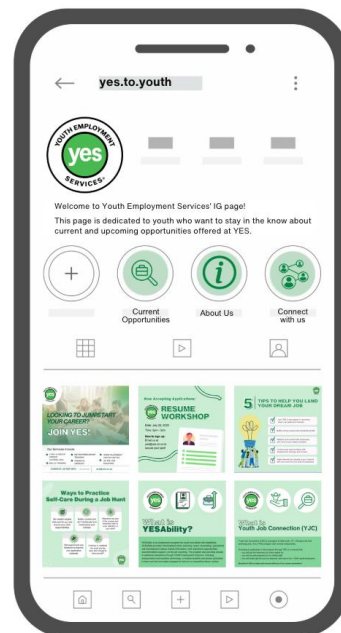
Social Media Content

To effectively engage both target audiences, we created sample static posts and video reels catered to each platform that YES can use for their social media accounts. Our recommendation to the YES team is to create new Instagram pages under the usernames @yes.to.employers and @yes.to.youth. Additionally, for LinkedIn, there can be a page named YES for Youth and YES for Employers. The purpose of making two separate accounts is to differentiate target audiences and ensure that the content posted on each page is relevant to their intended followers. Creating different accounts and posting tailored content increases online engagement and brand awareness. We also suggest posting a mix of static and video posts to further enhance engagement and reach. The video content can include staff interviews and office content, while static posts can consist of program updates, written testimonials and industry-specific information that would help deliver key messages.

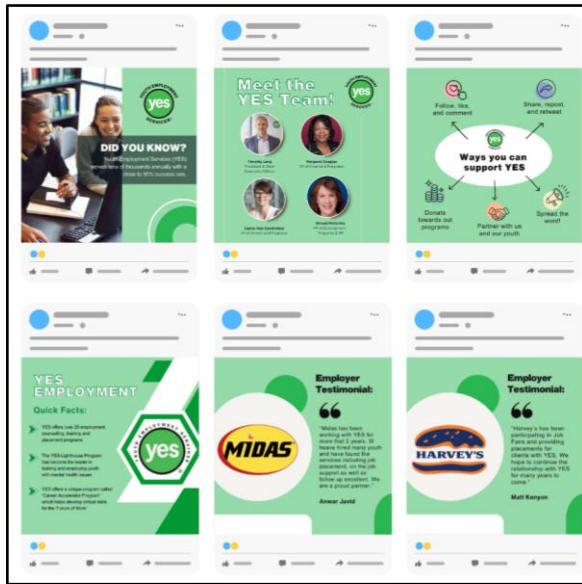
Employer Instagram Sample Static Posts:



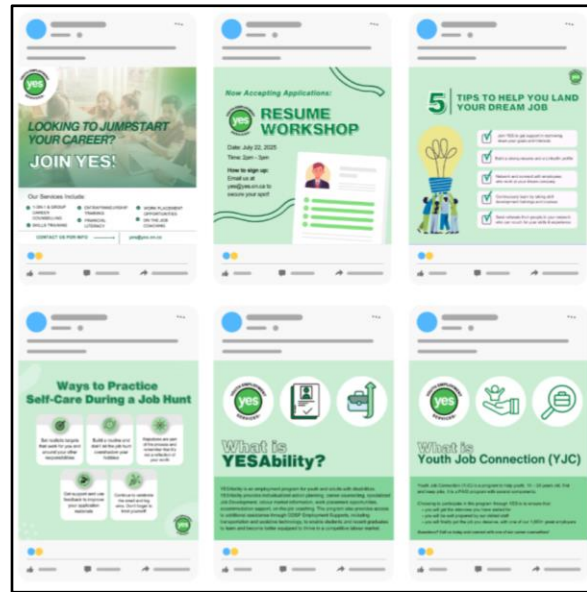
Youth Instagram Sample Static Posts:



Employer LinkedIn Sample Static Posts:



Youth LinkedIn Sample Static Posts:



Instagram/LinkedIn Sample Video Posts: [Employer Account](#) & [Youth Account](#)

[impact of yes.mp4](#)

[why yes.mp4](#)

[YES Tour.mov](#)



Social Media Calendar

As part of this tactic, we have included a sample social media calendar to help the YES team stay organized and consistently post across each platform and page. Our recommendation for the YES team is to download a copy of the social media calendar to assist them in planning and scheduling content in

advance, making it easier to maintain regular engagement with both target audiences. The sample created showcases the posting schedule for each platform during the campaign timeframe, May to September, and highlights the different types of posts aimed at each target audience. It also outlines the frequency of posts for those months, content types such as static posts and video reels, and key dates for YES promotional events such as the Open House. Below is a screenshot of the sample social media calendar that YES can utilize. Although this only gives a glimpse into one month of the campaign timeline, the full social media calendar includes a breakdown of each social media platform to support the YES team in planning their posting schedule in advance.

[JULY 2025]						Campaigns
						Employers Open House
						KEY
						Instagram
						LinkedIn
						Facebook
						X
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			Instagram	LinkedIn	X	Facebook
			X			
			Employers Open House	Employers Open House	Employers Open House	Employers Open House
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Instagram		X	Facebook	LinkedIn	Instagram
	LinkedIn				X	
	X					
Employers Open House	Employers Open House	Employers Open House	Employers Open House	Employers Open House	Employers Open House	Employers Open House
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
X		LinkedIn		Instagram		LinkedIn
		Facebook		X		X
		X				
Employers Open House	Employers Open House	Employers Open House	Employers Open House	Employers Open House	Employers Open House	Employers Open House
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Facebook		Instagram	LinkedIn	X		
		X				
Employers Open House	Employers Open House	Employers Open House	Employers Open House	Employers Open House	Employers Open House	Employers Open House
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Instagram				
		X				
Employers Open House	Employers Open House	Employers Open House	Employers Open House	Employers Open House	Employers Open House	Employers Open House

[Social Media Analytics Tracker](#)

Another component of this campaign tactic is utilizing a social media analytics tracker. By using a tracker, YES can monitor the performance of each post on each platform, providing the team with insights into audience engagement, reach, and overall effectiveness. Through our research on the efficacy of using a social media tracker, we discovered that some of its benefits include maintaining a consistent posting schedule, optimizing team workflows, and better engagement and performance tracking (Sprout Social, 2024). Given the team's limited capacity for managing multiple accounts, we recommend that the YES team download the tracker, as it will help streamline social media management and support the planning and maintenance of their accounts efficiently. Below is a copy of the social media analytics tracker the

YES team can utilize. This overview focuses on LinkedIn; however, the full tracker covers all platforms to showcase a broader view of the organization’s online engagement and performance.

The screenshot displays the 'YES Social Media Tracker' spreadsheet. The active tab is 'YES LinkedIn Report 2025'. The spreadsheet has columns for 'Type', 'Post date', 'Content Description', '# of Likes/Reactions', '# of Comments', '# of Reposts', '# of Unique Views', '# of Impressions', and 'Tr Notes'. Rows 2 through 15 show alternating 'Static Post' and 'Video Post' entries with placeholder data. At the bottom, there is a tab bar with 'IG Report', 'Facebook Report', 'X Report', and 'LinkedIn Report' (selected).

	Type	Post date	Content Description	# of Likes/Reactions	# of Comments	# of Reposts	# of Unique Views	# of Impressions	Tr Notes
2	Static Post	m/d/yyyy	Content Description	# of Likes	# of Comments	# of Reposts	# of Unique Views	# of Impressions	Notes
3	Video Post	m/d/yyyy	Content Description	# of Likes	# of Comments	# of Reposts	# of Unique Views	# of Impressions	Notes
4	Static Post	m/d/yyyy	Content Description	# of Likes	# of Comments	# of Reposts	# of Unique Views	# of Impressions	Notes
5	Video Post	m/d/yyyy	Content Description	# of Likes	# of Comments	# of Reposts	# of Unique Views	# of Impressions	Notes
6	Static Post	m/d/yyyy	Content Description	# of Likes	# of Comments	# of Reposts	# of Unique Views	# of Impressions	Notes
7		m/d/yyyy	Content Description	# of Likes	# of Comments	# of Reposts	# of Unique Views	# of Impressions	Notes
8		m/d/yyyy	Content Description	# of Likes	# of Comments	# of Reposts	# of Unique Views	# of Impressions	Notes
9		m/d/yyyy	Content Description	# of Likes	# of Comments	# of Reposts	# of Unique Views	# of Impressions	Notes
10		m/d/yyyy	Content Description	# of Likes	# of Comments	# of Reposts	# of Unique Views	# of Impressions	Notes
11		m/d/yyyy	Content Description	# of Likes	# of Comments	# of Reposts	# of Unique Views	# of Impressions	Notes
12		m/d/yyyy	Content Description	# of Likes	# of Comments	# of Reposts	# of Unique Views	# of Impressions	Notes
13		m/d/yyyy	Content Description	# of Likes	# of Comments	# of Reposts	# of Unique Views	# of Impressions	Notes
14		m/d/yyyy	Content Description	# of Likes	# of Comments	# of Reposts	# of Unique Views	# of Impressions	Notes
15		m/d/yyyy	Content Description	# of Likes	# of Comments	# of Reposts	# of Unique Views	# of Impressions	Notes

[Social Media Tip Sheet](#)

Additionally, we have created a social media tip sheet for the YES team to use, which provides general tips and suggestions on improving online engagement with service users and employers. The document includes information on social media best practices such as ideal posting times, content strategy, best practices for engagement, growth and traffic strategies, and tips on how to track analytics. We suggest downloading and sharing a copy with the YES marketing and social media team, as it is a helpful resource for managing their online presence. Below is a snapshot of the social media tip sheet that YES can utilize to increase engagement throughout their social media platforms.

Social Media Tip Sheet Management - YOUTH EMPLOYMENT SERVICES (YES)

Audience & Content Strategy

Target Audience	Platforms	Content Focus
Employers	LinkedIn, Job Boards, @yes.to.employers	Employer benefits, wage subsidies, success stories
Youth Job Seekers	Instagram (@yes.to.youth), TikTok, LinkedIn	Job tips, career training, testimonials
General Awareness	Facebook, Twitter (X)	Donor/community engagement, updates

Posting Best Practices

Platform	Content Type	Frequency
LinkedIn	Employer success stories, hiring incentives	3-4 times/week
Instagram (employers)	Infographics, spotlights, benefits	3 times/week
Instagram (youth)	Job tips, reels, testimonials	4 times/week
TikTok	Short Videos, job tips	3 times/ week
Twitter (X)	Industry news, job alerts	3 times/week
Facebook	Event promotions, partnerships	2-3 times/week

Content Themes

Day	Theme
Monday	Job search tips & motivation
Tuesday	Success stories (youth/employers)
Wednesday	Behind-the-scenes (YES staff)
Thursday	Industry insights & trends
Friday	Job fairs & employer incentives

Engagement & Growth

Engagement Strategy	Growth Strategy
Respond to comments/message (try within 24hours)	Consistent posting & engagement
Use hashtags: #YouthEmployment #JobsForYouth	Collaborate with businesses & influencers
Share employer-generated content & Run polls/Q&A sessions	Encourage staff & Employers to share

Analytics Tracking

Key Metrics	Tools
Engagement rate, follower growth	Buffer, Hootsuite, Instagram insights
Click-through rates, post reach & Impressions	YES Social media tracker

Paid & Organic Growth

Paid Ads	Organic Growth
Boosts engagement & follower growth	Consistent posting & interaction
Promotes hiring events & partnerships	Collaborate with business & influencers
Targets specific demographics	Encourage staff & employers to share

Employer & Youth Engagement

Initiative	Description
Employee feature Fridays	Highlight hiring partners
Youth success spotlights	Share job success stories
Live Q&A Sessions	Monthly Instagram live with career coaches

Best Posting Times

Best Posting Time	Insight
Morning 7-9 AM	Best for LinkedIn; professionals starting their day 
Midday 12-2 PM	Employers & professionals checks during lunch breaks  
Afternoon 3-6 PM	TikTok engagement grows 
Evening 6-9 PM	Best for Facebook & Instagram; donors & general audience active after work hours   
Weekends	Youth & general audiences browse Instagram, Facebook & TikTok   

YES Guidelines for Social Media Content Creation

Lastly, we have developed an enhanced version of YES' branding kit, maintaining the original colour codes while introducing slight variations to distinguish between the service user and employer-focused social media accounts. The main difference lies in the transparency levels of the green shade used by YES, ensuring a clear distinction between the two audiences. The branding kit also has approved fonts, logos, and guidelines on what type of content qualifies for each social media account. We recommend that the YES team utilize this branding kit moving forward to ensure consistency when creating brand-specific content. Below is a copy of the branding kit the YES team can use to maintain a consistent brand presence when creating content.

YES Guidelines for Social Media Content Creation

- Identify your target audience
 - Where are they located?
 - What times are they most active on social media?
- Keep the frequency of your posts consistent and only adjust the frequency based on what the social media analytics show
 - A separate content calendar for employer-focused content can help with keeping to a consistent schedule
- Employer-focused social media guidelines:
 - The main platforms for communicating with employers should be LinkedIn and the employer-focused Instagram page. Facebook and Twitter are secondary
 - Focus on creating thought leadership posts and posts that showcase the solutions you provide for businesses
 - Think of these posts as elevator pitches for prospective employers who might work with YES
 - Use a professional and conversational tone
 - Keep the design of static posts with clean designs and stay away from abstract designs
- Youth-focused social media guidelines:
 - The main platforms for communicating with youth should be the youth-focused Instagram page and LinkedIn. Facebook, and Twitter are secondary
 - Focus on creating posts that showcase what you can do to help youth get ahead and stay on track in their professional life
 - These posts should be engaging and educational
 - Use a friendly conversational tone
 - Keep the design of static posts as more abstract designs to help attract the eye of youth and keep them engaged
- Types of content should include static and video posts
- Ensure all videos are clear and not blurry
- Ensure all audio for videos is clear and easily understood
- Ensure all text for posts on YES various social media pages has been spell and grammar checked.

(See Appendix B for full access to Social Media Split Deliverables)

Tactic 3: The Open House

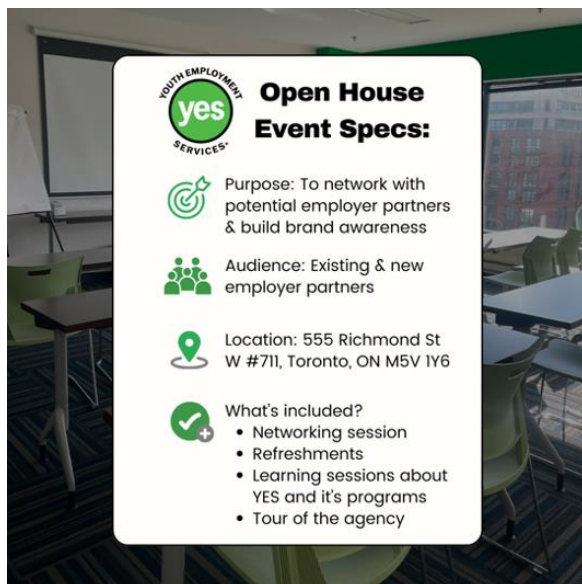
Our final tactic is an Open House event designed to help retain YES' relationships with current employer partners and to develop connections with prospective employers. The Open House will accomplish this by providing a networking opportunity leading to increased engagement with the organization. YES will be able to position itself as a leader in the sector by showcasing the value it offers employers through a mutually beneficial partnership, connecting them with qualified employees equipped with proper training to help streamline the hiring process.

Below, we have outlined the assets included in this tactic to support the YES team in planning and executing the Open House.

Event Specs and Mood Board

One of the central aspects of this tactic is the creation of the Open House event specs. It provides a base for the event that YES can use as they advance in the event planning process. The event specs offer an overview of the event's purpose, the target audience, where it will be held, and its agenda items. This is also a good document to refer to at any point, as it provides guidance to all event planning team members to ensure they are all working towards the same goal.

Another guiding document for this tactic is the Open House mood board. This gives a visual representation of the atmosphere and aesthetic of the event, both central elements to the planning process. The mood board is also a valuable tool for communication and decision-making, as YES can send this to the event planning team and let them know their desired aesthetic, making it easier to plan and make decisions. Below is a screenshot of the event specs and the mood board that YES can use to make planning the Open House easier by aligning it with YES' brand.



Social Media Content

The next part of this tactic is the social media posts created specifically to promote the Open House on YES' employer-specific platforms. Creating a targeted campaign for employers helps ensure the event gains traction, thus leaving a greater chance of a high turnout for employers attending the event. Below are screenshots of sample posts that YES can use to promote the Open House on their social media platforms to increase awareness and drive attendance.



Open House Budget

Another key aspect of the Open House is the budget. The document is essential to planning and executing the event as it tracks any expenses YES might have while also limiting the amount spent to keep it as cost-effective as possible. We provided a few listed items that would be included in the budget for this event, such as food and drinks, plates and cutlery, social media posts, media invites, employer invites, and swag. Some of the items listed will incur no monetary cost, but will incur the cost of labour, such as designing social media posts, media invites, and employer invites. In contrast, recommended assets such as branded swag, and food and drinks will take up most of the proposed \$500 budget. Alternatively, YES can reach out to prospective sponsors or vendors within a few blocks from the YES building to inquire if they are willing to donate snacks or refreshments for the Open House as an in-kind donation. Acquiring these additional partnerships will eliminate much of the food cost and allow it to be allocated elsewhere, such as for more branded swag items or an allowance for the social media posts to be given a paid boost. Below is a screenshot of the budget we recommend YES uses for the Open House to make the event an overall success without breaking the bank.

Budget Spreadsheet		
Proposed Budget: \$500		
Expense Item:	Description of item	Final Projected Cost
Food & Drinks	This is based on getting 3 family bundles from Tim Hortons or a similar food store + 2 fruit or vegetable trays from a grocery store. This is to supplement any food donations made by local vendors	\$260.00
Plates, Cutlery, Cups	This is for disposable cutlery, cups and both disposable plates to use to eat refreshments provided and nicer reusable plates to arrange the refreshments on. Both can be found at Walmart, a party supply store, or a dollar store	\$60.00
Social Media Posts	No extra costs would incur from this as this can be accounted for in YES annual marketing budget	\$0.00
Media Invites	This will have no cost incurred if only email, social media and phone calls are used as the form of reaching out to invite members of the media	\$0.00
Employer Invites	This will have no cost incurred if only email, social media and phone calls are used as the form of reaching out to invite employers	\$0.00
Swag	This includes the items to be included in a swag bag for employers and members of the media who attend the event. Things in this swag can include a YES branded bag to hold the other swag items, a YES branded pen, a vinyl sticker, and YES branded notebooks.	\$180.00
Total Expenses		\$500.00

Email Templates

For the final phase of this tactic, we have also created email templates for the Open House. The first email template is for prospective sponsors or vendors, while the second template is recommended for the employers YES is looking to partner with. As mentioned in the previous section, we recommend that YES reach out to local vendors to see if they are willing to donate snacks or refreshments as an in-kind donation in return for promoting their business during our Open House. In addition to the template for vendors, we also created a visual invitation to be included in the emails sent to prospective employers. Alongside an engaging visual element, the invitation provides the general details about the Open House, including when and where it will be held, and the event overview. Below are screenshots of the digital invitation and email templates we recommend YES using when promoting and planning the Open House via email.

you're invited

OPEN HOUSE

6th August, 2025
5:30 PM to 7:30 PM

Join us for a fun evening filled with information sessions, spotlight speakers, employer networking, refreshments and more

SEE YOU THERE
555 Richmond Street West Suite 711
Toronto, ON M5V 3B1

 yes@yes.on.ca
 416-504-5516

YOUTH EMPLOYMENT SERVICES




Open House Emails

Sponsors/Vendors

Dear, *insert vendor/sponsor name here.*

I hope you are well.

I am reaching out on behalf of Youth Employment Services (YES) to establish a partnership for our upcoming Open House event. Would you be interested in being a vendor/sponsor (*insert element here*) for our event in exchange for brand representation amongst our social media and surrounding communities?

For context, YES is a not-for-profit that works to provide underrepresented youth with future employment. Through our specialized services, we've served tens of thousands of youth annually, all with the help of our employer partners. That said, our upcoming events aim to recognize current partners while also attracting new partnerships to help with our increasing intake of youth.

Given this, we would like to know if you would assist us with executing this event. Additionally, if brand representation is not what you seek, we can discuss a further partnership to provide your business with pristine youth employees.

Please let us know your thoughts. Thank you for your time, and I look forward to hearing from you soon.

All the best,
Insert signature here.

Attendees

Dear, *insert employer name here.*

I hope you are well.

I am reaching out on behalf of Youth Employment Services (YES) to invite you to our Open House Event on August 6th, 2025. Starting at 5:30 pm at our head office, this event will feature keynote speakers, testimonials, guided tours, networking and more.

This is an excellent opportunity to see how far your impact at YES goes! For additional information, please see the attached documents!


If you are interested in attending, please RSVP by **July 25, 2025.**

Thank you for your time, and we would love to see you there!

All the best,
Insert signature here.

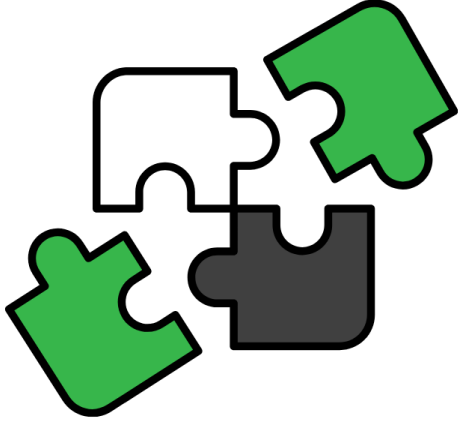
Media Advisory

Along with the emails to be sent out to employers, sponsors, and vendors for the Open House, we also created a media advisory, which we recommend YES sends to key media outlets. If the prospective employer partners cannot attend YES' Open House, the news coverage garnered from the media advisory will pique their interest in YES. Below is a screenshot of the media advisory YES can send to media members on their already established contact list to help further promote the event and gain more awareness for its brand.

 <p>MEDIA ADVISORY</p> <p>Youth Employment Services (YES) to host open house event to promote partnerships to combat youth unemployment</p> <p>TORONTO, ON - AUG. 4, 2025 – Youth Employment Services (YES) will host an Open House at its head office to connect with employer partners to showcase the value of providing youth with job opportunities in an attempt to combat unemployment.</p> <p>The event will take place at the YES head office, located at 555 Richmond Street West, Toronto, ON, from 5:30 p.m. to 7:30 p.m. Guests will enjoy networking opportunities, refreshments, and presentations from key stakeholders. Service users will also share their personal success stories with YES, demonstrating the importance of mentorship and career support.</p> <p>Event Highlights</p> <ul style="list-style-type: none">• 5:30 p.m. - 5:45 p.m.: Arrival & Check-in• 5:45 p.m. - 6:20 p.m.: Welcome Remarks from Tim Lang, CEO of YES<ul style="list-style-type: none">◦ Overview of YES Programs & Services◦ Speech from Service Users: Sharing their experiences working with YES◦ What it means to partner with YES• 6:15 p.m. - 6:30 p.m.: Tour of YES office spaces, including workshop classrooms• 6:30 p.m. - 7:15 p.m.: Networking session & Refreshments• 7:15 p.m. - 7:30 p.m.: Closing – Employer Package & YES Swag Distribution <p>WHO</p> <ul style="list-style-type: none">• Tim Lang, CEO and President of Youth Employment Services (YES)• Service users who will share their personal success stories• Local employer partners and community leaders engaged in youth employment initiatives	<p>WHY</p> <p>Youth unemployment remains a critical issue within Toronto, and Youth Employment Services (YES) is dedicated to helping youth break the cycle through training, mentorship, and job opportunities. This event underscores the importance of employer partnerships and mentorship in equipping youth with the skills and support needed to succeed in today's workforce. YES is committed to bridging the gap between education and employment, empowering youth to build sustainable careers and contribute to a stronger economy.</p> <p>WHEN</p> <p>August 6, 2025 5:30 p.m. - 7:30 p.m.</p> <p>WHERE</p> <p>YES Head Office 555 Richmond Street West, Suite 711 Toronto, ON M5V 3L1</p> <p>-30-</p> <p>About Youth Employment Services (YES)</p> <p>Youth Employment Services (YES) is a leader in youth employment training, programming, and job placement across Canada. YES provides career counselling, mentorship, life skills, and employment services to help youth achieve their career goals. Since its inception in 1968, YES has helped hundreds of thousands of youth overcome barriers to employment, fostering long-term success and social mobility. Find us at https://www.yes.on.ca/.</p> <p>For more information or media inquiries, please contact <Insert contact person and their information here></p> <p>*****</p>
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Open House Event Schedule

The final aspect of this tactic is the Open House event schedule. This is a breakdown of the entire event from start to finish and provides a recommended timeline of when each activity will occur. It also includes the details of where the event is happening and YES' contact information. Alongside the event invitation, we recommend that YES send the schedule to all prospective and current employer partners so they can have insight into what to expect from the Open House. We also recommend YES having physical copies of the event schedule posted for attendees to see when they arrive. Below is a screenshot of the event schedule we recommend YES to use for the Open House, so all attendees can see at a glance what is included and when it is happening.



YES Open House

The purpose of this event is to create a space for existing and potential partners to come together at the YES' head office and learn more about the agency and partnership benefits. The goal is to educate employer partners on YES' offerings while fostering new partnerships to support service users in their career journeys.



AUGUST 6, 2025



5:30PM - 7:30PM



YES HEAD OFFICE

555 Richmond Street West
Toronto, ON M5V 3B1



CONTACT

yes@yes.on.ca



5:30-5:45PM

Arrival time + check in

5:45 - 6:20PM

- Welcome remarks from Tim Lang
- Overview of YES + Programs
- Speech from service users
- What it looks like to partner with YES
- Q&A

6:15-6:30PM

- Tour of YES office spaces (including workshop classrooms)

6:30-7:15PM

Networking session + refreshments

****Employers and YES staff are encouraged to mingle**

7:15-7:30PM

- Wrap up event
- Provide attendees with employer package and YES swag



References

Indeed. (2025, March 6). *When Is the Best Time to Apply for a Job? (With Tips)*.
<https://ca.indeed.com/career-advice/finding-a-job/when-is-the-best-time-to-apply-for-job>

Trading Economics. (n.d.). *Canada Youth Unemployment Rate*.
<https://tradingeconomics.com/canada/youth-unemployment-rate>

Kenan, J. (2024, September 20). *A complete guide to creating a social media calendar (plus template)*.
Sprout Social. <https://sproutsocial.com/insights/social-media-calendar/#:~:text=A%20social%20media%20calendar%20saves,every%20day%20looking%20for%20ideas>.

Appendices

Appendix A- Employer Package

- I. Key Messages: https://drive.google.com/file/d/1ruaU-Iq3Bt447fkgmIyvUn2-h7r2Wiyn/view?usp=drive_link
- II. Yes Overview: <https://www.canva.com/design/DAGd1HnUAYE/HHk5NLOG0GBTz5ySNQODlw/edit>
- III. Program Guide: https://www.canva.com/design/DAGdgA9fp8o/H5mBQwpDQjpPA_oORWioOQ/edit?utm_content=DAGdgA9fp8o&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton
- IV. Partnership Brief: https://www.canva.com/design/DAGf8c_f86c/CuY9zRqosqxWbmuVAgS3Dg/edit?utm_content=DAGf8c_f86c&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton
- V. Employer FAQs: https://docs.google.com/document/d/1BCfCMZguuAY3ZWibriaGA7XaILUf_JXx8ctaLO1mD4s/edit?usp=drive_link
- VI. Employer Email Template: https://docs.google.com/document/d/1rf5bOXUHaAiTCNI7HNe37Li_3-4eQXebcrvpHltj7a4/edit?usp=drive_link
- VII. Video Assets & Testimonials
 - A. Interview 1: https://drive.google.com/file/d/19TSn-ngl8TWPqCXJ2jpMWVIV7gMrQoOP/view?usp=drive_link
 - B. Interview 2: https://drive.google.com/file/d/1qnDR6Ro2Ts015IIJXZeOGm92DkIF4VBH/view?usp=drive_link
- VIII. Digital Assets & B-Roll
 - A. Static Posts: https://www.canva.com/design/DAGfu-IA5gY/OXpZAmoIJLE7f79KUij8GA/edit?utm_content=DAGfu-IA5gY&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton
 - B. Background: https://drive.google.com/file/d/1VvLzK_IXZLIZDb1H9ivm1MIXnnosqUd/view?usp=drive_link
 - C. B-Roll: https://drive.google.com/drive/folders/1-1P7CyUUWs06VQC2IsN7xm0Tev1MTeWo?usp=drive_link
- IX. Video Storyboards & Templates: https://docs.google.com/document/d/1o5meET0o6nHvaZESeClaUSfXeL9i4hFvOnaXW_a1OsQ/edit?usp=drive_link
- X. Tips on Effective Uses of YES Swag: https://docs.google.com/document/d/1iEbEpByQAcnwX9UUaXNKUp23Ji3-Te0jJIVpjIOjdn8/edit?usp=drive_link

Appendix B- Social Media Split

- I. Social Media Content
 - A. Employer Static Posts: <https://www.canva.com/design/DAGc-BIf0es/CHXr9oi0EABfBDiwmIO0WA/edit>
 - B. Youth Static Posts: https://www.canva.com/design/DAGc-Sd9eKY/f8RGjsSjZWtU9le_a41-TQ/edit
 - C. Video Reels
 - 1. Impact of Yes: https://drive.google.com/file/d/1c46O_A_wpUry9Qbro5mknjBMXuU7pfBk/view?usp=drive_link
 - 2. Why Should Employers Choose YES: https://drive.google.com/file/d/1PI7wkE059Qxjg3oiH5upUfpMDizfWQXm/view?usp=drive_link
 - 3. YES Tour: https://drive.google.com/file/d/1ucd36uov42eY3iBcr5C-0PVte9vMIHtj/view?usp=drive_link
 - 4. Say YES to Success: https://drive.google.com/file/d/1xlkIV-bqSqP-00rZhPAhqpV2SAc4C3xQ/view?usp=drive_link
- II. Social Media Calendar: https://docs.google.com/spreadsheets/d/1TGtvOkd1F2IvO3aioHgaTuIazjRrRdsr/edit?usp=drive_link&oid=113938955093586989149&rtfpof=true&sd=true
- III. Social Media Analytics Tracker: https://docs.google.com/spreadsheets/d/1YLaoZ-YFr-TZT9k6j9zP5ccgiJlDZUt8lyzBP0q4MQ/edit?usp=drive_link
- IV. Social Media Tip Sheet: https://drive.google.com/file/d/1w1suFp3IvNHqWpXuHz8LUX_YGybtAT5M/view?usp=drive_link
- V. Guidelines for Social Media: https://docs.google.com/document/d/1JBbNPxikiKYIxAES5iwyK7bKUKyFzXUTnUUkVGyJrt9A/edit?usp=drive_link

Appendix C- Open House Event

- I. Event Specs & Mood Board: https://www.canva.com/design/DAGc-IWhCLY/e3FPvRIzyO0EgBRpHPqSfA/edit?utm_content=DAGc-IWhCLY&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton
- II. Social Media Content:
 - A. https://www.canva.com/design/DAGix_4jQGO/YtsiH05k02W_Sad-gCYAbg/edit
 - B. https://www.canva.com/design/DAGit9L1rtY/E2sr535evfjvXm09-XJ_Kg/edit?utm_content=DAGit9L1rtY&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

- III. Budget: https://docs.google.com/spreadsheets/d/1cEzxYegyjB8UY502bFZsYtkJ-DPZbUIp/edit?usp=drive_link&ouid=113938955093586989149&rtpof=true&sd=true
- IV. Email Templates
 - A. Templates: https://docs.google.com/document/d/1PnjfsJfCLY1-8jSE1qm6Dw0eKq8KOoNQmpLjWZypJdE/edit?usp=drive_link
 - B. Email Invitation:
https://www.canva.com/design/DAGfve76xXU/FukN639lgBjf27GJd9N9nA/edit?utm_content=DAGfve76xXU&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton
- V. Media Advisory:
https://docs.google.com/document/d/1eIwTk2j5mubiuwRjIfM2sRaNsZrSHL2g_G_w3BEzPQU/edit?usp=drive_link
- VI. Event Schedule:
https://www.canva.com/design/DAGevvA6yTg/uhU0WRXZdTnvG5J8n_1Kgw/edit