

CASE STUDY

RAISING AWARENESS AND FUNDS TO SUPPORT BRAVE MEMBERS OF CANADA'S MILITARY COMMUNITY

SUPPORT OUR TROOPS

Support Our Troops is the official charitable cause of the Canadian Armed Forces Community. We've been honoured to help them tell their stories.

THE CHALLENGE

Although it had been in existence for a number of years, Support Our Troops had kept a fairly low profile. Even so, generous Canadians had donated millions of dollars in support. When the decision was made to launch a national fundraising campaign as well as promote programs that care for the ill and injured and build resilient military families, we were thrilled to come on board. We were asked to develop a case for support, a full suite of fundraising materials, messaging and direct mail programs.

THE INSIGHT

With family members in Canada's military, we had an immediate affinity for the cause of helping the ill and injured members. With a member of our creative team growing up as the child of an RCAF officer, we knew of the unique challenges faced by military families. Our approach was to bring greater clarity to the struggles of life in the military and to help Canadians realize that members and their families make great sacrifices to keep us all safer at home and around the world.

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McGill Buckley was able to

McGill Buckley became an invaluable resource to us with their creativity and passion for the cause. They branded our national campaign as Strong on all Fronts, helped to name the Family First program made a major contribution to some of our biggest accomplishments.

~ Nancy Oakley, Associate Vice-President, Support Our Troops

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See our creative and design work for The Metcalfe Hotel brand [here](#).
[Contact us](#) to explore what we can do for your brand.