



## List of Important Dates

**Oct. 26 – Nov. 15**

**Promote the Giving Challenge in your community.**

**Nov. 9 – 15**

**ENDOW MANITOBA GIVING CHALLENGE**

Facebook ads and digital ad on the WFP website. (TBC)

Nov. 10-13

Print quarter-page ads in papers across Manitoba.

Nov. 12 (Wednesday)

Print ad in La Liberté. (TBC)

Nov. 15 (Saturday)

Print ad in the WFP and Brandon Sun. (TBC)

**Nov. 16-20**

**List of collected cheques/cash must be emailed to The Winnipeg Foundation.**

Nov. 17 – Nov. 23

The Winnipeg Foundation entering and processing Giving Challenge gifts.

Nov. 25

Individual CF Giving Challenge gift summaries sent to all foundations.

Dec. 4

Giving Challenge results summary sent to all foundations.

Dec. 5 (Saturday) - (TBC)

Giving Challenge results full page ad in the WFP and Brandon Sun.

**Note:**

*Donors making gifts online will receive their tax receipts via email. Emails will be forwarded to the foundations during the Giving Challenge or on Monday, Nov. 16.*

| Monday                                                                                                        | Tuesday                           | Wednesday                                       | Thursday                         | Friday                                            | Saturday                                                  | Sunday |
|---------------------------------------------------------------------------------------------------------------|-----------------------------------|-------------------------------------------------|----------------------------------|---------------------------------------------------|-----------------------------------------------------------|--------|
| Oct. 26                                                                                                       | Oct. 27                           | Oct. 28                                         | Oct. 29                          | Oct. 30                                           | Oct. 31                                                   | 1      |
| <b>TO DO:</b><br>Promote the Challenge →                                                                      |                                   |                                                 |                                  |                                                   |                                                           |        |
| 2                                                                                                             | 3                                 | 4                                               | 5                                | 6                                                 | 7                                                         | 8      |
| <b>TO DO:</b><br>Promote the Challenge →                                                                      |                                   |                                                 |                                  |                                                   |                                                           |        |
| <b>GIVING CHALLENGE</b>                                                                                       |                                   |                                                 |                                  |                                                   |                                                           |        |
| 9                                                                                                             | 10                                | 11                                              | 12                               | 13                                                | 14                                                        | 15     |
| <b>Print ad campaign &amp; Facebook ads</b><br><br><b>To Do:</b><br>Promote the Challenge and collect gifts → |                                   |                                                 |                                  |                                                   |                                                           |        |
|                                                                                                               |                                   | <b>Provincial ¼ page ads</b>                    | <b>Provincial ¼ page ads</b>     | <b>Provincial ¼ page ads</b>                      | <b>WFP, WPG Sun &amp; Brandon Sun FP print ads</b>        |        |
|                                                                                                               |                                   | <b>Liberté print ad</b>                         |                                  |                                                   |                                                           |        |
| 16                                                                                                            | 17                                | 18                                              | 19                               | 20                                                | 21                                                        | 22     |
|                                                                                                               | Wpg Fdn:<br>Enter/process gifts → | <b>TO DO:</b><br>Complete Gift Listing document |                                  | <b>TO DO: LAST DAY</b><br>to mail cheques to WF → |                                                           |        |
| 23                                                                                                            | 24                                | 25                                              | 26                               | 27                                                | 28                                                        | 29     |
| Wpg Fdn:<br>Enter/process gifts →                                                                             | →                                 | Wpg Fdn:<br>Distribute gift summary             | Wpg Fdn:<br>Calculate matching → | →                                                 |                                                           |        |
| 30                                                                                                            | Dec. 1                            | Dec. 2                                          | Dec. 3                           | Dec. 4                                            | Dec. 5                                                    | Dec. 6 |
| Wpg Fdn:<br>Calculate matching →                                                                              |                                   |                                                 | →                                | Wpg Fdn:<br>Distribute results summary            | <b>(TBC) WFP &amp; Brandon Sun FP print ads – Results</b> |        |

## List of Ad Placements

|                                                                   |                                                              |
|-------------------------------------------------------------------|--------------------------------------------------------------|
| Altona Rhineland Voice                                            | Thursday, Nov. 12                                            |
| Baldur/Glenboro Gazette                                           | Thursday, Nov. 12                                            |
| Beausejour/Lac du Bonnet Clipper Weekly                           | Thursday, Nov. 12                                            |
| Boissevain Recorder                                               | Friday, Nov. 13                                              |
| Brandon Westman This Week                                         | Thursday, Nov. 12                                            |
| Carman-Dufferin Standard                                          | Thursday, Nov. 12                                            |
| Dauphin Herald                                                    | Tuesday, Nov. 10                                             |
| Erickson South Mountain Press                                     | Friday, Nov. 13                                              |
| Flin Flon Reminder/MB (WE)                                        | Wednesday, Nov. 11                                           |
| Gimli Express Weekly News                                         | Thursday, Nov. 12                                            |
| Killarney Guide                                                   | Friday, Nov. 13                                              |
| Minnedosa Tribune                                                 | Friday, Nov. 13                                              |
| Neepawa Banner and Press                                          | Friday, Nov. 13                                              |
| Pilot Mound/Manitou Hometown View                                 | Tuesday, Nov. 10                                             |
| Portage Graphic Leader                                            | Thursday, Nov. 12                                            |
| Rivers Banner Gazette Reporter                                    | Friday, Nov. 13                                              |
| Roblin Review                                                     | Tuesday, Nov. 10                                             |
| Russell Banner                                                    | Tuesday, Nov. 10                                             |
| Selkirk Record                                                    | Thursday, Nov. 12                                            |
| Shoal Lake Crossroads This Week                                   | Friday, Nov. 13                                              |
| Steinbach - The Carillon                                          | Thursday, Nov. 12                                            |
| Stonewall Teulon Tribune                                          | Thursday, Nov. 12                                            |
| Swan Valley (River) Star & Times                                  | Tuesday, Nov. 10                                             |
| The Pas Opasquia Times (WE)                                       | Wednesday, Nov. 11                                           |
| The Plain View                                                    | Tuesday, Nov. 10                                             |
| Treherne Times                                                    | Thursday, Nov. 12                                            |
| Virden Empire-Advance                                             | Friday, Nov. 13                                              |
| Winkler Morden Voice                                              | Thursday, Nov. 12                                            |
| La Liberté (French) (8.3569"x11.9639") (half ad 8.3569"x5.98195") | Wednesday, Nov. 11 (TBC)                                     |
| Brandon Sun (full page ad)                                        | Saturday, Nov. 14 & Saturday, Dec. 5 (TBC) (results)         |
| Winnipeg Free Press (full page ad) (11.5" x 21")                  | Saturday, Nov. 14 & Saturday, Dec. 5 - (TBC) (results)       |
| Winnipeg Sun (full page ad) 10.34" x 10.214"                      | Saturday, Nov. 14 (TBC) & Saturday, Dec. 5 - (TBC) (results) |