

Giving Challenge Amplification Package

We encourage you to spread the word about the Giving Challenge in your community. The following are resources and instructions on how you can use them (go through them all or click on any to jump to that resource):

- [Giving Challenge logo](#)
- [Poster](#)
- [Mail Insert Cards](#)
- [Advertorial Sample / Press Release Sample / Radio Scripts](#)
- [Ads](#)
- [Social Media Sharables](#)
- [Canva – Tips & Tricks](#)

If you have any questions about the resources or how to use them, contact The Winnipeg Foundation's Communications Team at 204-944-9474 (toll free 1-877-974-3631) or at communications@wpgfdn.org.



Giving Challenge Logo

HOW TO USE

Use Giving Challenge logo on your website, print materials or email signatures.

Note: The logo is provided colour as a JPEG file. Please contact The Winnipeg Foundation's Communications Team at communications@wpgfdn.org, if you need the following:

- Logo in a different file format (eg. PNG or EPS).
- Logo in black and white (available in English and French).
- Logo with Endow Manitoba logo (available side by side or stacked).

Download

1. Go to the [Giving Challenge Toolkit](#) (password: mbcfnetwork).
2. Find the Giving Challenge logo and click **Download** (available in colour in both English and French).

Instructions

How to add a link on your website that goes to the Giving Challenge:

1. Download the logo.
2. Upload the logo to your website.
3. Add a hyperlink to the logo using the Endow Manitoba Giving Challenge URL - <http://www.endowMB.org/giving-challenge/>



Poster

Post in any public venue that is available to you (community centres, coffee shops, businesses, places people gather, etc).

Note: The premade poster is provided on the website as a PDF file and the customizable poster is provided via Canva. Please contact The Winnipeg Foundation's Communications Team at communications@wpgfdn.org, if you need the following:

- Premade poster in a different format (eg. JPEG).
- Premade poster in French (please allow for 1 week turnaround time).

PREMADE POSTER

Download

1. Go to the [Giving Challenge Toolkit](#) (password: mbcfnetwork).
2. Find the Poster and click **Download**.

Instructions

1. Print
2. Option 1 - Use 'as is'.
Option 2 - Add your own message by hand.
Option 3 - Use like letterhead and print a message on top of it.

CUSTOMIZABLE POSTER

Find Template

1. Customizable poster template is available in Canva:
 - [English poster](#)
 - Option 1 – with text only
 - Option 2 – with image and text
 - [French poster](#) – with image and text
2. Click **Use template for new design**.

Instructions

1. Customize by adding your own image and messaging.
For more information on how to customize the templates, see [Canva – Tips & Tricks](#)
2. Download the poster by clicking Share > Download > Select file type > click Download.

Mail Insert Cards

Hand them out at events, leave in public places to be picked up, or mail to existing donors and prospects.

Note: The insert card is provided on the website as a PDF file. Please contact The Winnipeg Foundation's Communications Team at communications@wpgfdn.org, if you need the following:

- Insert card in French (please allow for 1 week turnaround time).

Download

1. Go to the [Giving Challenge Toolkit](#) (password: mbcfnetwork).
2. Find the Insert Card and click **Download**.

Instructions

1. Print
2. Option 1 - Use 'as is'.
Option 2 - Add your own message by hand on the back.
Option 3 - Print a message on the back.
3. Cut, there are 4 per page.

Advertorial Sample / Press Release Sample / Radio Scripts Sample

These are samples of copy that you can customize and use.

Download

1. Go to the [Giving Challenge Toolkit](#) (password: mbcfnetwork).
2. Find the sample you want and click **Download**.

Instructions

1. Select the text, copy and paste it into any word processing program (eg. Word).
2. Edit – add your Foundation's details in the areas highlighted in yellow and remove the yellow highlighting.
3. Send to local media as you decide.

Ads

Ads are available in colour in horizontal (4.5" wide x 1.75" tall) or vertical (2.25" wide x 3.5" tall) layout and can be sent to local media.

Note: The premade ads are provided on the website as PDF files and the customizable ads are provided via Canva. Please contact The Winnipeg Foundation's Communications Team at communications@wpgfdn.org, if you need the following:

- Premade ads in a different file format (eg. JPEG).
- Premade or customizable ads in black and white.

PREMADE ADS

Download

1. Go to the [Giving Challenge Toolkit](#) (password: mbcfnetwork).
2. Find the ad you want and click **Download**.

Instructions

1. Send to local media as you decide.

CUSTOMIZABLE ADS

Find Template

1. Customizable poster template is available in Canva:
 - Horizontal ad – [colour](#)
 - Vertical ad – [colour](#)
2. Click **Use template for new design**.

Instructions

1. Customize by adding your own image and messaging.
For more information on how to customize the templates, see [Canva – Tips & Tricks](#)
2. Download the poster by clicking Share > Download > Select file type > click Download.



Social Media Sharables

Shareables are graphics you can post on Facebook and Instagram.

Note: There are two versions of the premade shareables provided on the website as JPEG files:

- Information – Use before and during the Giving Challenge.
- Thank you – Use after the Giving Challenge.

The customizable ads are provided via Canva and can be used before, during and after.

PREMADE SHAREABLES

Download

1. Go to the [Giving Challenge Toolkit](#) (password: mbcfnetwork).
2. Find the shareable you want and click **Download**.

CUSTOMIZABLE SHAREABLES

Find Template

1. Customizable shareable templates are available in Canva:
 - Facebook – [English](#) / [French](#)
 - Instagram – [English](#) / [French](#)
2. Click **Use template for new design**.
3. Customize by adding your own image and messaging.
For more information on how to customize the templates, see [Canva – Tips & Tricks](#)
4. Download the poster by clicking Share > Download > Select file type > click Download

Instructions – Sharing on social media

1. Post premade or customized shareable on Facebook and/or Instagram.
2. Include copy with your post. If you need some inspiration, here are options for copy:

Option 1

This November 12-17, your gift to [\[insert community foundation name here\]](#)'s [\[unrestricted fund\]](#) will be stretched by The Winnipeg Foundation and the Manitoba government, making more of an impact in your community. Take part in the Giving Challenge today!

#EndowMBGivingChallenge

Option 2

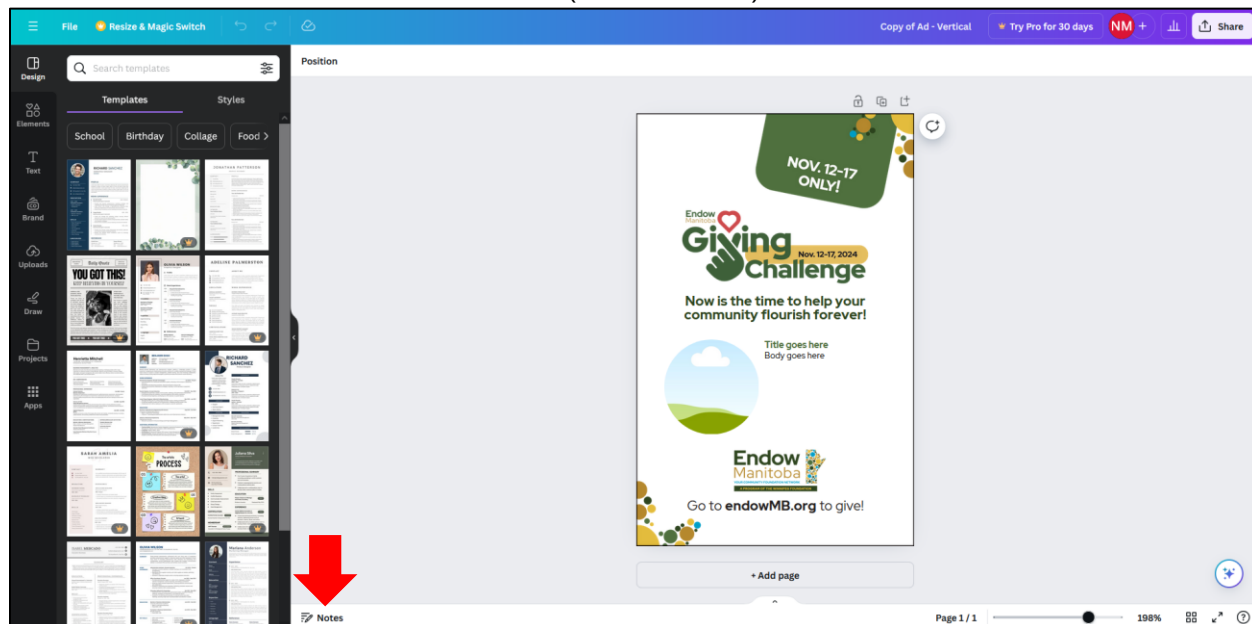
Did you know that we supported [\[insert figure here\]](#) projects in [\[insert community name here\]](#) in 2023? When you give to our [\[unrestricted fund\]](#) this November 12-17, your gift goes further thanks to stretch funding from The Winnipeg Foundation and the Manitoba government. Take part in the Giving Challenge today!

#EndowMBGivingChallenge

Canva – Tips & Tricks

The Canva templates provide you the opportunity to customize the Giving Challenge resources.

For each template you can find which elements (ie. text or image boxes) can be changed, click **Notes** in the lower left corner of work area (see red arrow).



For the elements you can change you will be able to do the following

- Edit
 - For text boxes, you can update or completely change the copy.
 - For image circle, you can add an image.
- Reposition – Move or resize the element.
Tip: Move or resize elements, as needed, if you are deleting other elements.
- Delete – If you don't need the element, you can delete it.

For templates that have an image circle, Title goes here, Body goes here, the Notes include sample content you can add to the template. Here are some other suggestions:

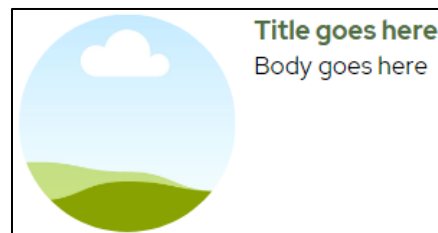


Image – Photo of a recent grant

Title – Your support helps our community

Body – When you give to our [unrestricted fund] it supports projects like [insert recent grant eg. upgrades to our community centre]. Give during the Giving Challenge to support more amazing projects.

Image – Photo of fundholder

Title – Give to the [unrestricted fund]

Body – [Fundholder name] established the [unrestricted fund] because they love our community. Gifts to this fund will provide grants for projects in our community now and forever.