



List of Important Dates

Oct. 2	Kick off webinar
Oct. 28 – Nov. 17	Promote the Giving Challenge in your community.
Nov. 12 - 17	ENDOW MANITOBA GIVING CHALLENGE Facebook ads and digital ad on the WFP website.
Nov. 13 (Wednesday)	Print ad in La Liberté.
Nov. 16 (Saturday)	Print ad in the WFP and Brandon Sun.
Nov. 12-16	Print quarter-page ads in papers across Manitoba.
Nov. 18-24	List of collected cheques/cash must be emailed to The Winnipeg Foundation.
Nov. 18 – Nov. 25	The Winnipeg Foundation entering and processing Giving Challenge gifts.
Nov. 27	Individual CF Giving Challenge gift summaries sent to all foundations.
Dec. 6	Giving Challenge results summary sent to all foundations.
Dec. 7 (Saturday)	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. 18.



Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Oct 28 TO DO: Promote the Challenge →	Oct 29	Oct 30	Oct 31	1	2	3
4 TO DO: Promote the Challenge →	5	6	7	8	9	10
GIVING CHALLENGE						
11	12 Print ad campaign Facebook ads To Do: Promote the Challenge and collect gifts →	13 Liberté print ad	14 Westman print ad	15 Brandon Sun print ad	16 WFP & Brandon Sun print ads →	17
18 TO DO: Email cheque list	19 Wpg Fdn: Enter/process gifts →	20	21	22 TO DO: LAST DAY Email cheque list →	23	24
25 Wpg Fdn: Enter/process gifts →	26 →	27 Wpg Fdn: Distribute gift summary	28 Wpg Fdn: Calculate matching →	29 →	30	Dec. 1
Dec. 2 Wpg Fdn: Calculate matching →	Dec. 3	Dec. 4	Dec. 5 →	Dec. 6 Wpg Fdn: Distribute results summary	Dec. 7 WFP & Brandon Sun print ads - Results	Dec. 8



List of Ad Placements

A quarter page ad will appear in the following papers on the dates indicated.

Altona Rhineland Voice	Thursday, Nov. 14
Baldur/Glenboro Gazette	Thursday, Nov. 14
Beausejour/Lac du Bonnet Clipper Weekly	Thursday, Nov. 14
Boissevain Recorder	Friday, Nov. 15
Brandon Sun (full page ad)	Saturday, Nov. 16 & Saturday, Dec. 7 (results)
Brandon Westman This Week	Thursday, Nov. 14
Carman-Dufferin Standard	Thursday, Nov. 14
Dauphin Herald	Tuesday, Nov. 12
Erickson South Mountain Press	Friday, Nov. 15
Flin Flon Reminder/MB (WE)	Wednesday, Nov. 13
Gimli Express Weekly News	Thursday, Nov. 14
Killarney Guide	Friday, Nov. 15
La Liberté (French)	Wednesday, Nov. 13
Minnedosa Tribune	Friday, Nov. 15
Neepawa Banner and Press	Friday, Nov. 15
Pilot Mound/Manitou Hometown View	Tuesday, Nov. 12
Portage Graphic Leader	Thursday, Nov. 14
Rivers Banner Gazette Reporter	Friday, Nov. 15
Roblin Review	Tuesday, Nov. 12
Russell Banner	Tuesday, Nov. 12
Selkirk Record	Thursday, Nov. 14
Shoal Lake Crossroads This Week	Friday, Nov. 15
Steinbach - The Carillon	Thursday, Nov. 14
Stonewall Teulon Tribune	Thursday, Nov. 14
Swan Valley (River) Star & Times	Tuesday, Nov. 12
The Pas Opasquia Times (WE)	Wednesday, Nov. 13
The Plain View	Tuesday, Nov. 12
Thompson Citizen	Friday, Nov. 15
Treherne Times	Thursday, Nov. 14
Virden Empire-Advance	Friday, Nov. 15
Winkler Morden Voice	Thursday, Nov. 14
Winnipeg Free Press (5.75"x7")	Saturday, Oct. 26 & Saturday, Nov. 9
Winnipeg Free Press (6.75"x3.5")	Wednesday, Nov. 6 & Wednesday, Nov. 13
Winnipeg Free Press (full page ad)	Saturday, Oct. 26, Saturday, Nov. 16 & Saturday, Dec. 7 (results)