

How to Use the 24 Hour Giving Challenge Promotional Materials

For all the PDFs, you need Adobe Acrobat to edit them but you can open and print them with Adobe Reader. If you don't have Adobe Reader, you can download a free version here:

<http://get.adobe.com/reader/>

Logo

Use on your website, print materials or email signatures. Details on how to add the logo to your website are available in "[How to Add Challenge Logo to Your Website](#)".

Poster

1. Print and use 'as is'.
2. Add your own message by hand, or use like letterhead and print a message on top of it.
3. Post in any public venue that is available to you (community centres, coffee shops, businesses and places people gather)

Mail Insert Cards

1. Print and cut, as there are 3 per page.
2. Hand them out at events, leave in public places to be picked up, or mail to existing donors and prospects.

Advertorial Sample / Press Release Sample / Radio Scripts

1. Select the text, copy and paste it into any word processing program.
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.

Ad Templates

Simply choose if you want ...

1. Black & white or colour ad
2. Horizontal or vertical layout
3. To add just your foundation's contact information, use the "Standard" version.

Or

To add your own message, use the "Customizable" version.

To make changes to any of the ads, you have the following options:

1. Use **Adobe Acrobat** to customize the ad in PDF format with your foundation's information.
2. Ask your local publication to customize the ad for you. Send the ad in PDF format and provide them with the information you'd like added.

If you need any ad in a different format, please contact the Foundation's Communications Team.

Social Media Sharables

Use these images on your Facebook page, Twitter account or other social media to promote the Giving Challenge.

- Add an image to a Facebook post or tweet, ask your followers to like, share and retweet.
- Create a Facebook event for the Giving Challenge.

If you have any questions, contact The Winnipeg Foundation's Communications Team at 204-944-9474 (toll free 1-877-974-3631) or at comm@wpgfdn.org.