

Toolkit & Resources for Charities



Table of Contents

What is The Great Canadian Giving Challenge?	3
Why Participate?	4
How Can My Charity Participate?	5
Your Custom Donation Page	6
Sample Social Media Messages	7-8
Graphic Assets & Logos	9
Frequently Asked Questions	10

The Great Canadian Giving Challenge (GCGC)

is a new initiative from GIV3 and CanadaHelps, the organizers of GivingTuesday Canada.

The GCGC encourages Canadians to donate to charities in a typically low giving season, with the ultimate goal to benefit registered Canadian charities.

The challenge runs from June 1 to June 30, 2017. Every dollar donated to **any charity** by an individual in June, through www.canadahelps.org* or www.givingchallenge.ca, is an automatic entry for the chosen charity to win a **\$10,000 donation**.

Full Contest Details

**Includes customizable donation pages and campaigns, as well as monthly donations processed during the contest period.*



Why Participate in the Great Canadian Giving Challenge?



It's easy!

Any Canadian registered charity can participate. Simply encourage your supporters to donate to your cause between June 1 – June 30, 2017.



It's flexible!

You can participate in any way that benefits your charity and leverage the challenge to achieve any number of objectives.



It's engaging!

The Great Canadian Giving Challenge is a great way to engage with your supporters. Use this opportunity to let your community know **what impact you can make with \$10,000!**



It's social!

Post your Great Canadian Giving Challenge messages - use the hashtag **#GivingChallengeCa**. Your campaign will become part of the bigger conversation!

How Can My Charity Participate?



Create a compelling message: What impact would \$10,000 have on your organization? Share this message with your donors and supporters; create an emotional appeal.



Plan email communications to your donors and supporters. Starting June 1st, encourage them to support your cause in June and enter you to win \$10,000. Ask them to share on social using #GivingChallengeCA.



Use the Great Canadian Giving Challenge logos & images to create visually compelling content to share with your donors and supporters, through email and on social media.



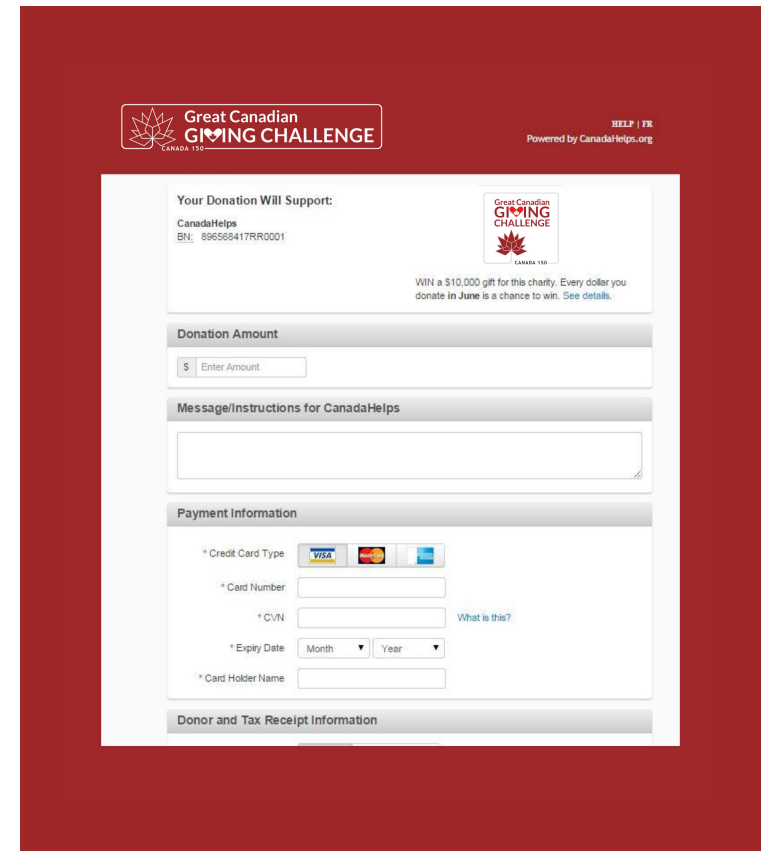
Join the conversation! Keep up to date on the Great Canadian Giving Challenge by following and posting using #GivingChallengeCA.

Leverage your Ready-to-Go Great Canadian Giving Challenge Donation Page

All registered Canadian charities have access to their own GCGC donation page.

[Get Your Page Now!](#)

If you choose to use this page in your GCGC marketing efforts, all processing of donations will be handled by CanadaHelps and will be seamlessly integrated into your free CanadaHelps account.



The screenshot shows a donation page for CanadaHelps. At the top left is the Great Canadian Giving Challenge logo. At the top right, it says "HELP | FR" and "Powered by CanadaHelps.org". The main content area is titled "Your Donation Will Support:" and includes the CanadaHelps logo and a small promotional message: "WIN a \$10,000 gift for this charity. Every dollar you donate in June is a chance to win. See details." Below this is a "Donation Amount" section with a text input field labeled "Enter Amount". The next section is "Message/Instructions for CanadaHelps" with a large text area. The "Payment Information" section includes fields for "Credit Card Type" (with icons for Visa, Mastercard, and American Express), "Card Number", "CVN" (with a "What is this?" link), "Expiry Date" (with "Month" and "Year" dropdowns), and "Card Holder Name". At the bottom is a section for "Donor and Tax Receipt Information".

Sample Social Media Messages

Twitter:

Get charitable this June! Join the Great Canadian Giving Challenge: www.givingchallenge.ca #GivingChallengeCA

You can help us win \$10,000! It's easy. Visit www.givingchallenge.ca #GivingChallengeCA

Our charity qualifies for the Great Canadian Giving Challenge! Help us win \$10,000! www.givingchallenge.ca #GivingChallengeCA

Join the #GivingChallengeCA this June! Help us win \$10K. Get all the details: www.givingchallenge.ca

Every \$ you donate in June qualifies us to win \$10,000! Details here: www.givingchallenge.ca #GivingChallengeCA



The above are just ideas to get you started! Feel free to use your own messaging, but always remember the #GivingChallengeCA hashtag! This will ensure you're part of the larger conversation!

Sample Social Media Messages

Facebook:

Have you heard of The Great Canadian Giving Challenge? Happening all June, every dollar you donate to our charity qualifies us to win \$10,000. Get all the details at www.givingchallenge.ca #GivingChallengeCA

The Great Canadian Giving Challenge is here! For the entire month of June, every \$1 you donate to us through www.canadahelps.org or www.givingchallenge.ca qualifies us to win \$10,000! The more you give, the more chances for us to win! #GivingChallengeCA

The Great Canadian Giving Challenge is here! Donate to any registered Canadian charity from June 1 – June 30, and automatically enter them to win \$10,000! The more you give, the more chances to win! www.givingchallenge.ca #GivingChallengeCA



Tip: Include visuals in your Facebook posts to make them more appealing & eye catching!

The above are just ideas to get you started! Feel free to use your own messaging, but always remember the #GivingChallengeCA hashtag! This will ensure you're part of the larger conversation!

Graphic Assets & Logos

We have developed a variety of graphic assets and logos to help you develop your Great Canadian Giving Challenge appeal. You can browse and download all the creative assets [here](#).

Some Items Available:

- Variety of Logos
- Facebook & Twitter Cover Photos
- “Help Us Win \$10,000” campaign buttons
- More!

[Download Graphic Assets
and Logos](#)

Frequently Asked Questions

What is The Great Canadian Giving Challenge?

It is a National public contest to benefit any registered Canadian charity. Each \$1 donated in June to a registered charity on www.canadahelps.org or www.givingchallenge.ca automatically enters the charity to win a \$10,000 donation gift; donation provided by the GIV3 Foundation.

How can a charity get involved?

Any charity can encourage their supporters to donate – each \$1 donated to your organization in June (min. \$3 donation required) automatically enters your charity to win a \$10,000 donation.

Do all donations qualify a charity to win the grand prize?

Only donations made on canadahelps.org (including CanadaHelps customizable donation pages, campaigns, and monthly donations processed during the contest period) or givingchallenge.ca will automatically enter the charity for the prize draw. Donations of securities, mutual funds, purchase of CanadaHelps gift cards, and donations directed toward CanadaHelps and The GIV3 Foundation are excluded and no contest entries will be generated for these activities.

When does the contest take place?

Contest opens 12:00 midnight Newfoundland Daylight Time (NDT) June 1st, 2017 and closes at 11:59pm Pacific Daylight Time (PDT) June 30th, 2017.

[Visit our Full FAQs](#)

[See Contest Rules](#)

**No matter what you decide to do,
make sure that you're participating
in The Great Canadian Giving
Challenge and that you're
maintaining your share of voice.**

