



# Le grand défi CARITATIF canadien



Une GRANDE opportunité estivale  
Juin 2019

UNE INITIATIVE DE

DONN3

ET



CanaDon.org

FOUNDATEURS DE

MARDI  JE DONNE<sup>MC</sup>



# Bonjour et bienvenue!



Julie Durocher  
CanaDon  
[info@canadon.org](mailto:info@canadon.org)



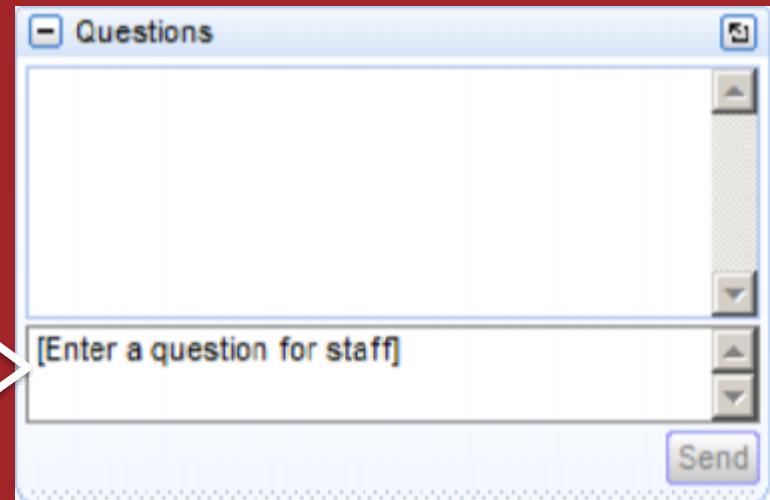
Lys Hugessen  
La Fondation Donn3  
[info@giv3.ca](mailto:info@giv3.ca)

# Rappels pour le webinaire



**Vous pouvez nous entendre,  
mais nous ne pouvons pas  
vous entendre**

**Vous avez des  
questions?**  
Ecrivez-les dans  
la boîte  
des questions

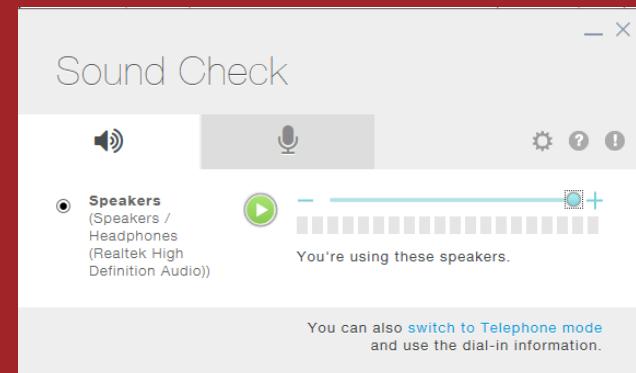
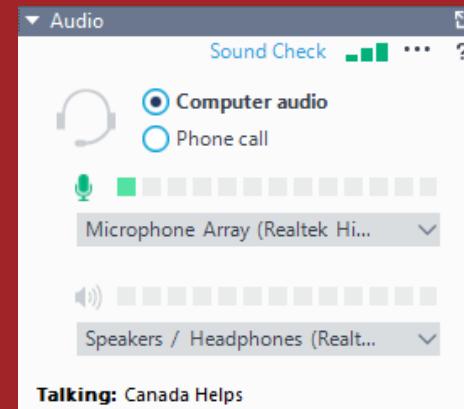


# Rappels pour le webinaire



## Vous avez de la difficulté à nous entendre?

- ✓ Augmentez le volume de votre ordinateur.
- ✓ Dans « Audio », sur le panneau de GoToWebinar, cliquez sur « Sound Check » (contrôle du son) pour faire un test de son.
- ✓ Sélectionnez l'onglet « Speakers » (haut-parleurs) et montez le volume des haut-parleurs vers l'extrême droite, le plus loin possible.



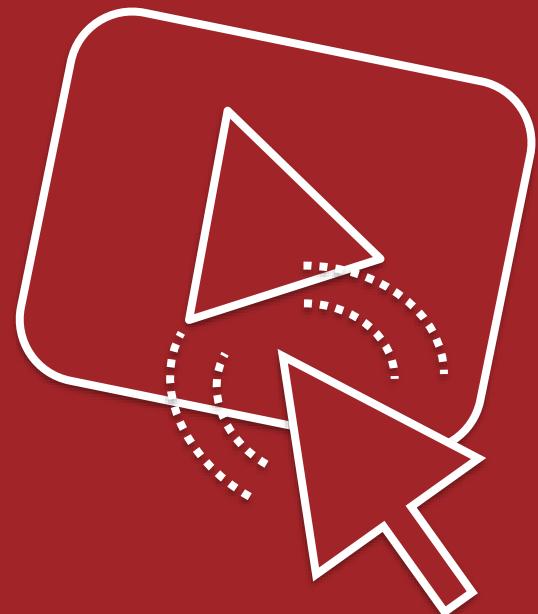
# Rappels pour le webinaire



Pour mieux suivre le webinaire, fermez toutes les autres applications.

## OUI !

Les liens vers les diapositives et l'enregistrement du webinaire vous seront envoyés par courriel d'ici 24 heures. Vous pourrez visionner la vidéo quand il vous plaira.



# CanaDon est une entreprise sociale sans but lucratif, au service des organismes de bienfaisance et des donateurs.



**CanaDon est un organisme de bienfaisance qui aide les organismes de bienfaisance.** Nous faisons en sorte que tous les organismes de bienfaisance canadiens (surtout les plus petits, ceux qui ont le plus besoin de nous) aient accès aux outils et à la technologie en ligne ainsi qu'à l'éducation dont ils ont besoin pour réussir. Comme nous sommes un organisme de bienfaisance, nos frais représentent une fraction de ceux chargés par les organismes à but lucratif.



**Nous offrons aux donateurs un guichet unique pour aider en ligne n'importe quel organisme de bienfaisance canadien enregistré. CanaDon simplifie le processus des dons.** Découvrez et explorez facilement de nouvelles causes. Faites un don unique ou des dons mensuels, faites don de titres (valeurs mobilières), ou augmentez votre impact lorsque vous faites une collecte de fonds pour un organisme de bienfaisance. Et en tout temps, ayez instantanément accès à tous vos reçus fiscaux de bienfaisance.



**En un coup d'œil :** Organisme de confiance depuis plus de 19 ans – plus de 19 500 organismes de bienfaisance font confiance à CanaDon et à sa plateforme non commerciale pour la collecte de fonds en ligne, et plus de 1 million de Canadiens ont fait des dons via CanaDon. Nous avons un bilan irréprochable pour le traitement sécuritaire et sécurisé des paiements et pour la délivrance instantanée de reçus fiscaux.



# Agenda

- Pourquoi participer au Grand défi caritatif
- Aide-mémoire pour la planification
- Quelques grandes campagnes
- 5 conseils pour tirer le meilleur parti du défi
  1. Courriel électronique
  2. Médias sociaux
  3. Site Web, blog, etc.
  4. Dons de contrepartie
  5. Soutien des médias locaux
- Questions



## Votre organisation a-t-elle déjà participé au Grand défi caritatif?

- a) Oui
- b) Non
- c) Je ne suis pas sûr

## Qu'est-ce que le grand défi caritatif?

- Un concours qui donne la chance aux organismes de bienfaisance canadiens enregistrés de gagner un don de 10 000 \$!
- Le concours commence le 1er juin et dure un mois
- Les organismes de bienfaisance reçoivent automatiquement une entrée pour chaque dollar reçu en juin via Canadon.org ou DefiCaritatif.ca

**1 \$ = 1 chance de gagner**

- 1er juillet, un gagnant est sélectionné au hasard, donnant droit à un don de 10 000 \$ (de DONN3) à l'œuvre de bienfaisance



# Pourquoi s'impliquer ? Ça augmente les dons !





## Quelques gagnants...

GIV3 GIV3 Canada  
@GIV3\_Canada

It's official! This year's \$10,000 winner of the Great Canadian GivingChallenge is Camp B'nai Brith of Ottawa.... [fb.me/53WU9igEy](https://fb.me/53WU9igEy)

12:00 PM - 3 Jul 2016



CanadaHelps @canadahelps

Following

#TBT Last year @CAHumaneSociety were our lucky winners of the 2017 #GivingChallengeCA and won \$10,000. This year, YOUR favourite charity could be our lucky winner! Watch the Central Alberta Humane Society chat about the impact \$10,000 can make:



GIV3 GIV3 Canada @GIV3\_Canada · 2 Jul 2018  
We have a winner! Congratulations to @TruthForTeens1 in Markham, Ontario for winning this year's Great Canadian Giving Challenge and \$10,000 grand prize! Thanks again to every Canadian from coast to coast who gave so generously in June. Until next year! #GivingChallengeCA 🇨🇦



# Gagner 10 000 \$ serait génial, mais le gain pour tous les organismes de bienfaisance c'est d'inspirer les partisans

*La principale raison pour laquelle les organisations participent c'est d'engager les donateurs existants et nouveaux.*

*- Enquête Défi caritatif*

Un don de 10 000 ce serait génial et fournirait 5 000 douzaines d'œufs, mais peu importe, nous gagnons tous, grâce à chaque don en ligne effectué en juin dans le cadre du Défi caritatif  
- Marjorie Bencz, [Edmonton Food Bank](#)

Le Défi caritatif donne aux donateurs l'occasion d'imaginer les possibilités de ce que leur don peut accomplir.

- Lindsay Pomper, [Victoria Sexual Assault Centre](#)



# De grandes campagnes: des objectifs clairs et simples

Fond Charles-Brunet  
@charlesbruneau

Chaque \$ reçu via [canadahelps.org/fr/gcgc/42735](http://canadahelps.org/fr/gcgc/42735) nous donne la chance de gagner 10 k\$. #DéfiCaritatifCA de @canadahelps

Translate Tweet

Avec un don de 10 000 \$ nous allons...

soutenir des initiatives concrètes dans la recherche de meilleurs traitements contre de cancer pédiatrique.

 #DéfiCaritatif  
[www.DefiCaritatif.ca](http://www.DefiCaritatif.ca)

ActionAgainstHunger @acfcanad:

Without the support of donors like you, we can't help kids like Keynyang. Thank you. #GivingChallengeCA #ZeroFamine [canadahelps.org/en/charities/a...](http://canadahelps.org/en/charities/a...)



\$10,000 TREATS OVER 200 MALNOURISHED CHILDREN

HELP US WIN \$10,000

Moorelands CS @MoorelandsCS · 25 Jun 2017

Less than a week til #givingchallengeca ends! Make a donation through @canadahelps before the end of the month! [ow.ly/Fz9M30ce7Mm](http://ow.ly/Fz9M30ce7Mm)



Send a kid to camp

 HELP US WIN \$10,000

Museum - Health Care @MuseumofHealth · 21 Jun 2017

Don't forget to help us win the Great Canadian today! #GivingChallengeCA [canadahelps.org/en/charities/m...](http://canadahelps.org/en/charities/m...)



With a \$10,000 donation we will ...  
Develop a new EXHIBIT!

 #GivingChallengeCA



# De grandes campagnes: courriel, site web, médias sociaux, vidéo, journée portes ouvertes



Just a few weeks ago, we ventured in to areas unknown for one of our most complex rescues yet.

Picture above is Jin. Before he arrived in Toronto, Jin was not a beloved pet dog. He wasn't even a roaming stray. His fate was far worse.

Jin, like millions of other dogs, was earmarked for the meat trade in China. He was facing a nightmare of abuse, torture and eventual slaughter.

But thanks to you, we were able to work with partner organizations and rescue Jin and nine other dogs from this awful fate. He and his friends endured a long and tiring flight to Canada, where on landing our team were waiting to transport them back to the shelter.

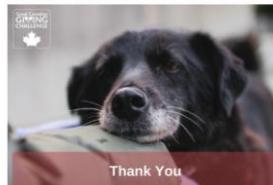
Jin and his friends are so friendly and loving, despite everything they've been through!

Our Rescue Transport Program allows us to rescue animals from all over the world. We have saved hundreds of dogs and cats from certain euthanasia because of this program. Will you make a donation as part of the Great Canadian Giving Challenge and help us rescue even more animals?

[Donate Now](#)

page not only saves a life straight away.  
Every \$1 donated = 1 chance for us to win a \$10,000 prize. That could provide  
surgery for animals in crisis, or feed every animal in the shelter for over two months.

[Give \\$15 = 15 chances](#)  
[Give \\$25 = 25 chances](#)  
[Give \\$40 = 40 chances](#)



Toronto Humane Soc.  
@THS\_tweet

Follow

Thx SO much to all who gave to our #GivingChallengeCA appeal so far! Every \$ brings us closer to winning \$10,000!  
[bit.ly/1KlamCt](http://bit.ly/1KlamCt)

The Toronto Humane Society (@THS\_Tweet) needs your help to reach their \$10,000 fundraising goal to help hundreds of animals in need. Plus, if you donate before June 30, you'll enter them for a chance to WIN \$10,000 from the #GivingChallengeCA! Learn more: [bit.ly/2slF8s5](http://bit.ly/2slF8s5)



GivingTuesday Canada ●  
@GivingTuesdayCa

Following

"[#GivingChallengeCa is] a very important aspect to our summer fundraising program as we do see a dip in donations around this time of year," -Rosie, Integrated Direct Marketing Manager, @THS\_tweet.  
[bit.ly/2lOyF2i](http://bit.ly/2lOyF2i)



9:30 PM - 15 Jun 2018





# De grandes campagnes: excellente utilisation des médias sociaux

United Way @uwaysc · 24 Jun 2018

Donate any amount in June to help us win 10k to help keep shelters open  
#home #housingfirst #asafeplace #givingchallengeCA #wearepossibility  
[ow.ly/4nF30kkpFN](http://ow.ly/4nF30kkpFN)



United Way @uwaysc · 12 Jun 2018

Donate any amount to help us win 10k to help empower & engage female youth  
#gogirls #givingchallengeCA #wearepossibility [ow.ly/A7lh30kkpjb](http://ow.ly/A7lh30kkpjb)



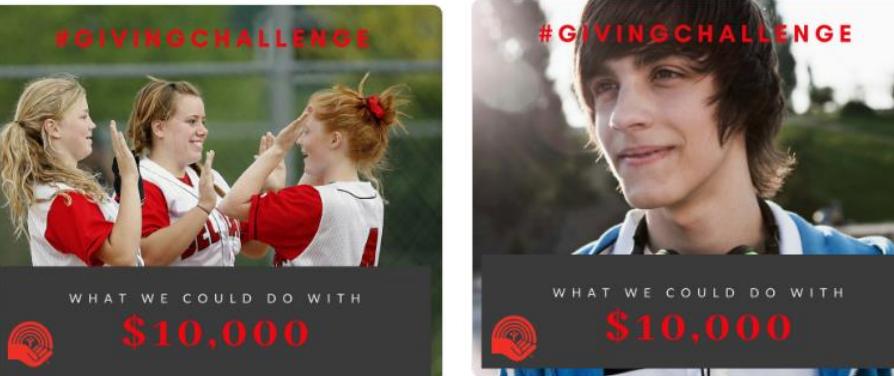
United Way @uwaysc · 17 Jun 2018

Donate any amount to help us win 10k to support young fathers to be the best they can be  
#dads #fathersday #givingchallengeCA #wearepossibility  
[ow.ly/4nF30kkpFN](http://ow.ly/4nF30kkpFN)



United Way @uwaysc · 7 Jun 2018

Donate any amount to help us win 10k to support individuals living with epilepsy  
#givingchallengeCA #wearepossibility #thursdaythoughts [ow.ly/qIGk30kieVp](http://ow.ly/qIGk30kieVp)



United Way @uwaysc · 20 Jun 2018

Donate any amount to help us win 10k to help fund After School Programs, keeping kids out of trouble!  
#allthatskidscanbe #givingchallengeCA #wearepossibility #wednesdaywisdom [ow.ly/WyJA30kkxql](http://ow.ly/WyJA30kkxql)



United Way @uwaysc · 18 Jun 2018

Donate any amount to help us win 10k to help provide community hospice support services.  
#ignity #givingchallengeCA #wearepossibility #mondaymotivation [ow.ly/WDUf30kkxco](http://ow.ly/WDUf30kkxco)



United Way @uwaysc · 11 Jun 2018

Donate any amount to help us win 10k to help support individuals with disabilities  
#differentabilities #givingchallengeCA #wearepossibility #mondaymotivation [ow.ly/mZP730kkp9O](http://ow.ly/mZP730kkp9O)



United Way @uwaysc · 11 Jun 2018

Donate any amount to help us win 10k to help support individuals with disabilities  
#differentabilities #givingchallengeCA #wearepossibility





# De grandes campagnes: on s'amuse !

Tyndale St-Georges  
@TyndaleStGeorge

Follow

C'est le dernier jour de la campagne #DefiCaritatifCa ! Il reste quelques heures pour faire un don à Tyndale St-Georges pour nous donner une chance de gagner 10,000\$. Suivez le lien pour en savoir plus et DONNEZ!

[fr-tyndalestgeorges.com/donnez](http://fr-tyndalestgeorges.com/donnez)  
#Onetyndale #OBNL #Education  
#Communauté

Translate Tweet



1:30 PM - 30 Jun 2018

*Help Gateway Theatre win \$10,000!*  
**The Great Canadian  
GI<sup>♥</sup>ING CHALLENGE**  
**DONATE BY JUNE 30<sup>th</sup>**



[bit.ly/GTGiving](http://bit.ly/GTGiving)

Gateway Theatre @Gateway\_Theatre final day of #GivingChallengeCA! help us win 10K for youth performing arts programs: [bit.ly/GTGiving](http://bit.ly/GTGiving) #donate [pic.twitter.com/nkVPhrL47Jr](http://pic.twitter.com/nkVPhrL47Jr)



Bruce House @MoreThanAHouse • 24 Jun 2017  
Celebrate #Canada150 by giving! Every \$1 you donate in June gives us a chance to win \$10K. [givingchallenge.ca/GivingChallengeCA](http://givingchallenge.ca/GivingChallengeCA)



# Stratégies et tactiques courriel électronique

# Engagez-vous avec vos partisans par email !

Partageons l'espoir / Share the Warmth <[info@partageonslespoir.ca@mail224.atl81.rsgsv.net](mailto:info@partageonslespoir.ca@mail224.atl81.rsgsv.net)> on behalf of Partageons l'espoir / Share the Warmth  
[partageonslespoir.ca](http://partageonslespoir.ca)  
je 1, 2018 1:59 PM  
Hallward  
Aidez-nous à gagner 10 000\$! Help us win \$10,000!



PARTAGEONS  
**L'ESPOIR** | SHARE THE  
**WARMTH**

Commencez bien votre été. Aidez-nous à gagner 10 000 \$. Start your summer right. Help us win \$10,000.



Le grand défi  
**CARITATIF canadien** ❤️

Aidez notre organisme à gagner 10 000 \$. Please help our charity win \$10,000.

Chaque dollar que vous donnez à notre organisme en juin [DefiCaritatif.ca](http://DefiCaritatif.ca) constitue un vote en vue de nous aider à gagner 10 000 \$ de la Fondation DONN3. S'il vous plaît, donnez aujourd'hui – merci de votre appui!  
Every \$1 you donate to our charity in June via [GivingChallenge.ca](http://GivingChallenge.ca) counts as a ballot to help us win \$10,000 from the GIV3 Foundation. Please donate today - we really appreciate your help!

Donnez pour nous aider à gagner - Donate to help us win.

Créez un courriel personnalisé sur  
[DefiCaritatif.ca](http://DefiCaritatif.ca)

Le courrier électronique est très efficace.  
Prévoyez d'en envoyer quelques-uns à vos partisans:

- Dites-leur qu'il y a quelque chose d'important qui arrive le 1er juin
- Envoyez un e-mail de lancement: indiquez à vos partisans comment leurs dons aideront et comment ils peuvent vous aider à gagner
- Dites aux supporteurs ce que vous pourriez faire avec 10 000 \$
- Tenez-les au courant du mois de juin et envoyez un dernier rappel vers la fin du concours



# Donnez à votre email un appel à l'action clair



## Deadlines Approaching!

In this issue: Don't miss these important deadlines for community grants, RFPs, conference registrations and more...



### Last Chance to Help Us Win!

Every \$1 you donate to us in June counts as a ballot to help us win \$10,000 from the GIV3 Foundation.

The more you give, the more chances we have to win and the more chances we have to plant more trees! It's a win-win!

Deadline: June 30, 2018

[Donate Now](#)

[Donate Now](#)

Every donation made to our Giving Challenge page not only saves a life straight away, it also enters us in to a draw to help us win a donation of \$10,000.

Imagine how many lives that could save!

Every \$1 donated = 1 chance for us to win a \$10,000 prize. That could provide lifesaving surgeries for animals in crisis, or feed every animal in the shelter for over two months.

[Give \\$15 = 15 chances](#)

[Give \\$25 = 25 chances](#)

[Give \\$40 = 40 chances](#)





# Stratégies et tactiques médias sociaux



# Soyez social avec vos partisans!

## #DefiCaritatif

Postez des rappels quotidiens!

Utilisez des images et des vidéos pour augmenter l'intérêt.

Partagez ce que votre organisme de bienfaisance pourrait faire avec 10 000 \$

Il est important de commencer tôt, mais planifiez des rappels en milieu de campagne et des appels à l'action "de dernière minute" à la fin de la campagne.



2/2 Faites un don de 3 \$ ou plus afin d'appuyer le Forum pour jeunes Canadiens !  
**#Canada150 #deficaritatif**  
[canadahelps.org/fr/gcgc/19094](http://canadahelps.org/fr/gcgc/19094)

Translate Tweet





# Astuces pour les médias sociaux

Les images fortes obtiennent l'engagement

- Les enfants et les bébés
- Chiots et autres animaux
- Gens heureux
- NE PAS simplement partager votre logo

Inclure un appel à l'action

Racontez votre histoire d'impact

Demander une action spécifique tel qu'un don ou une partage

- Lien direct vers une page de don



# Assurez un lien directement à votre page de don

[DefiCaritatif.ca](#)

Alimenté par CanaDon

Votre don servira à soutenir:

Bibliothèque des jeunes de Montréal  
NE: 107718793RR0001



GAGNEZ un don de 10 000 \$ pour cet organisme de bienfaisance. Chaque dollar que vous donnez en juin offre une chance de gagner. [Voir les détails](#)

**DÉTAILS SUR LE DON**

**DON UNIQUE**

Montant  \$

**MESSAGE POUR BIBLIOTHÈQUE DES JEUNES DE MONTRÉAL**

(Large text input field)

[Canadon.org](#)



## Bibliothèque des jeunes de Montréal

Dénomination enregistrée: MONTREAL CHILDREN'S LIBRARY / BIBLIOTHEQUE DES JEUNES DE MONTREAL

Numéro d'entreprise: 107718793RR0001

[★ Ajouter à mes organismes de bienfaisance préférés](#)

[Faites un don](#)

Partager cette page



[À propos](#)

[Notre Impact](#)

### Notre Mission

La Bibliothèque des jeunes de Montréal est une bibliothèque de quartier unique et accueillante où chaque enfant peut découvrir la magie de la lecture, où l'imagination est débordante et où apprendre est amusant.

### À propos de nous

Nous sommes une bibliothèque indépendante sans but lucratif. Depuis 1929, nous avons offert nos ressources, des programmes et des services gratuits aux communautés non desservies par le réseau des bibliothèques municipales.

### Pour en savoir davantage sur cet organisme de bienfaisance

4121 42e Rue  
Montréal, QC, H1Z 1R8  
p.lebrasseur@mcl-bjm.ca  
[Visitez notre site Web](#)



# Utilisez les ressources gratuites : boutons et images pour les médias sociaux!



Follow  
@forum4YC  
2/2 Faites un don de 3 \$ ou plus afin d'appuyer le Forum pour jeunes Canadiens ! #Canada150 #deficaritatif [canadahelps.org/fr/gcgc/19094](http://canadahelps.org/fr/gcgc/19094)

Translate Tweet



Tyndale St-Georges @TyndaleStGeorge · 28 Jun 2018  
You can help us win \$10,000! It's easy. By donating to our Community Centre via @canadahelps, you give us the chance to win big!  
Visit [tyndalestgeorges.com/give](http://tyndalestgeorges.com/give) to learn more and GIVE! #GivingChallengeCA #OneTyndale #NonProfit #Education #Community



Le grand défi  
CARITATIF  
canadien ❤

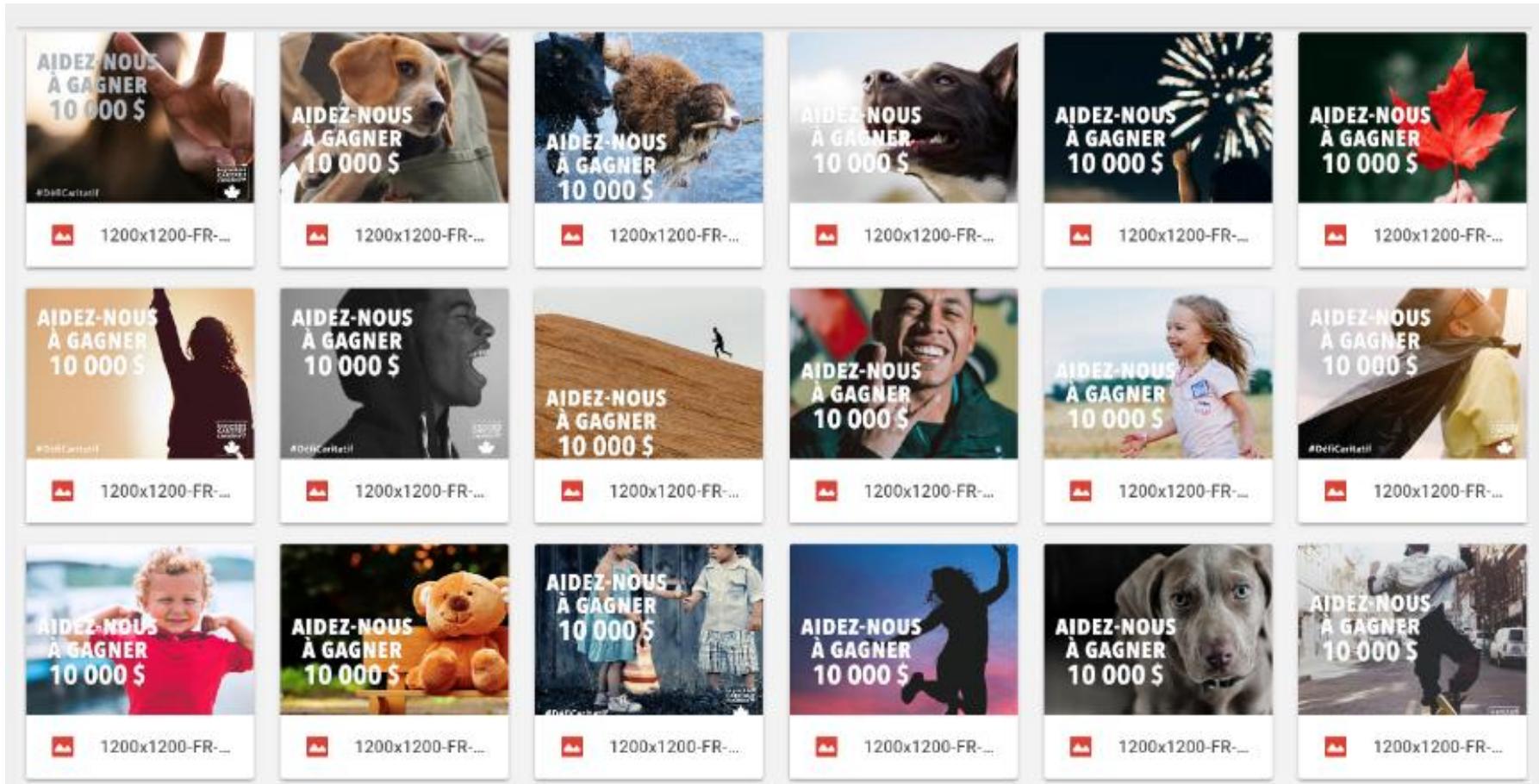


Big Brothers Vancouver @BigBrothersYVR · 25 Jun 2018  
There's still time to donate to help win \$10,000 to support kids in Greater Vancouver! Every dollar that you donate (min. \$3) in June = 1 contest entry for@BigBrothersYVR. Donate at: [bigbrothersvancouver.com/donate-now](http://bigbrothersvancouver.com/donate-now) #givingchallengeCA #CanadaGivingChallenge





## Images pour les médias sociaux





# De courtes vidéos attirent l'attention

La vidéo est un excellent moyen d'impliquer les gens dans votre message

- Peut être utilisé sur votre site web et sur les médias sociaux
- Facilement partageable
- Les publications sociales avec vidéo ont tendance à obtenir des taux d'engagement plus élevés
- Publier des vidéos directement sur Facebook et Twitter (plus efficace qu'un lien vers YouTube.)

CanadaHelps ✅ @canadahelps · 25 Jun 2018  
What would **@Timeraiser** do with \$10,000? The possibilities are endless! This June, you can help Timeraiser turn their dreams into a reality with the **#GivingChallengeCA**. Learn more: [bit.ly/2slF8s5](http://bit.ly/2slF8s5)



CanadaHelps ✅  
@canadahelps · Following  
Today is your LAST CHANCE to give charities like **@ACFCanada** the chance to WIN \$10,000! Until MIDNIGHT tonight, every \$1 you give enters your favourite charity for a chance to WIN. Give now: [bit.ly/2slF8s5](http://bit.ly/2slF8s5)  
**#GivingChallengeCA**





# Stratégies et tactiques dons de contrepartie



# Multipliez votre impact avec un don de contrepartie

**Seva Canada @SevaCanada** ·  
Only 3 more days to double your impact AND enter Seva to win \$10k!  
[bit.ly/CanadahelpsSeva](http://bit.ly/CanadahelpsSeva) #GivingChallengeCA #charity #GiveSight



**Seva Canada @SevaCanada** ·  
Hurry, today is the last day to have your donation matched AND enter Seva to win \$10k! [bit.ly/CanadahelpsSeva](http://bit.ly/CanadahelpsSeva) #GivingChallengeCA #GiveSight



And if you haven't had the chance yet...

"The Toronto Challenge" may be over, but CanadaHelps' "[Great Canadian Giving Challenge](#)" continues until June 30:

During the month of June, every dollar donated via [our CanadaHelps donation page](#) counts as one ballot in a draw for PAL to win **\$10,000!**

**DOUBLE YOUR DONATION CONTINUES!**

Again this year, our private angel donor has pledged to **match every donation dollar-for-dollar!** That means every \$1 you donate counts as \$2!

[Click here to donate](#), and for more information on the **Great Canadian Giving Challenge**, click on the banner:



# Stratégies et tactiques site web, blog etc.

# Utiliser votre site web, blog etc...

- Mise en page simple
- Appel à l'action clair
- Facile à faire un don
- Assurez un lien directement à votre page de don



**Great Canadian Giving Challenge**  
**June 1-30 2018! Support HFFT**  
**Student Nutrition Programs Today!**



During the month of June, all donations to Halton Food for Thought made via [givingchallenge.ca](#) or [canadahelps.org](#) automatically earns us a chance to win \$10,000!

Our vision is a Halton Region where no student goes hungry at school! We are getting close, with 200 programs in 130 Halton schools, but our work is not done. Currently there are 50 Halton schools without a Student Nutrition Program; 15 are on a wait list.

At an average of \$6,000 per Student Nutrition Program, winning \$10,000 through #GivingChallengeCA would allow Halton Food for Thought the opportunity to partner with 2 NEW Halton schools, and get them off that wait list!

**Did you know?**

- Since the addition of healthy foods during the school day, 83% of partner schools report seeing an increase in student readiness to learn.
- 60% report students demonstrate an overall improvement in school performance and academic success since starting their Student Nutrition Program.
- Since including healthy foods into the school community, 87% of partner schools report students demonstrate greater energy levels.
- 65% of new partner schools report seeing a reduction in at-risk student behaviour.
- 87% of partner schools report increased student participation in classroom activities (and enhanced attendance).
- Since starting their Student Nutrition Program, 70% of partner schools report their students are more engaged within their school community.





# Exemples de sites web



## Help Us Win \$10,000! Great Canadian Giving Challenge starts June 1

With \$10,000, the New Canadians Centre can provide life-enriching programs for newcomer youth that allow them to express themselves – building confidence and a sense of belonging to the city they call home.

This month, Canada Helps and GIV3 is donating \$10,000 to a deserving charity through their [Great Canadian Giving Challenge](#). Every \$1 donated through Canada Helps during the month of June gives the New Canadians Centre an entry to win \$10,000. The selected charity will be announced on Canada Day, July 1! Help us be this charity!



Donate Today through Canada Helps



22 MAY 2018

Posted by Teigan Kopet  
Category Climate Change  
No Comment

**STEP UP TO THE GREAT CANADIAN GIVING CHALLENGE**

We need to change the numbers! Less than 3% of donations in Canada support the environment. We hope to inspire Albertans to say YES to charitable giving this June, a time when giving reaches its lowest level by participating in the [Great Canadian Giving Challenge](#), a joint initiative from CanadaHelps and The GIV3 Foundation.

The Great Canadian Giving Challenge is a national public contest running from June 1 to June 30, 2018 to benefit any registered Canadian charity. Every \$1 donated to a registered charity in June via [CanadaHelps.org/GivingChallenge.ca](#) automatically进入 the charity to win an additional \$10,000 donation. The grand prize draw is on Canada Day and one lucky charity will receive the grand prize of \$10,000 – we really hope it will be us!

[HOME](#) [WHO WE ARE](#) [WHAT WE DO](#) [PRESS](#)

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## News

**YOU can help us win \$10,000 – The Great Canadian Giving Challenge is Back – June 1st-30th, 2018!**

Sport for Change - Young people in KGO love soccer! Help foster their love for soccer and spark a love for community building.

**HELP US WIN:10.000**

Already know what The Giving Challenge is and you're ready to make your gift? [Click here to jump to our secure CanadaHelps donation form.](#) Need more info? Keep reading...

### What is The Great Canadian Giving Challenge?

It's a National public contest to benefit any registered Canadian charity. The Storefront is participating again in 2018. Finish 1st Almonte batteur. Jun 1st and June 30th entries this year will receive this year's Storefront in



# Demander le soutien des médias locaux



# Contactez les médias locaux!



Montreal library launches a call to action to raise funds in support of childhood literacy

Join Global's Laura Casella and Montreal Children's Library President Alexandra D'Arrisso as they talk about a pan-Canadian fundraiser – The Great Canadian Giving Challenge – that will benefit children's literacy in Quebec.

Le Grand défi est une histoire unique que vous pouvez utiliser pour attirer l'attention des médias locaux.

- Donnez à votre histoire un élément local
- Dites à votre communauté ce que vous pourriez faire avec 10 000\$



#DéfiCaritatif  
Juin 2019

# D'autre couverture médiatique

☰ LOCAL NEWS VIDEO CLASSIFIEDS OBITUARIES E-EDITIONS JOBS CONTACT MARKET



## CLOVERDALE REPORTER



Dolly Parton's Imagination Library program participant Noah reads one of the books sent to his family.

(Contributed photo)

### Sources raising money for literacy

Organization could win \$10,000 to boost book-giving program

AARON HINKS / Jun. 9, 2018 1:00 p.m. / LOCAL NEWS / NEWS



It's a win-win situation for Sources Community Resource Centre.

Sources is participating in the Great Canadian Giving Challenge. For every dollar donated to the organization, Sources will earn a chance to win \$10,000.

The challenge, which started June 1, runs until the end of the month. The grand prize draw is to take place on Canada Day.

Whether or not Sources wins, the organization has set a fundraising target of \$5,000 for its Dolly Parton's Imagination Library program.



Global Halifax @globalhalifax

Follow

Robin levy from [@PhoenixHfx](#) tells us about the 4th Great Canadian Giving Challenge [@canadahelps #GivingChallengeCA](#). [globalnews.ca/halifax/videos/](#)



### Great Canadian Giving Challenge

Robin levy with the Phoenix Youth Programs tells us about the 4th Great Canadian Giving Challenge beginning June 1st.

8:46 AM - 31 May 2018

Home / Community / East Scarborough Storefront Participates...

### East Scarborough Storefront participates in Giving Challenge

Charity will use donation to create leadership opportunities COMMUNITY JUN 02, 2017 SCARBOROUGH MIRROR



The East Scarborough Storefront Great Canadian Giving Challenge Scarborough Storefront/Photo

HOME NEWS SPORTS ENTERTAINMENT LIFE MONEY OPINION EVENTS MARKETPLACE

LOCAL ALBERTA CANADA WORLD

### NEWS

## Volunteer Edmonton: Great Canadian Giving Challenge runs until June 30

By Sharon Mundura, Volunteer Edmonton Wednesday, June 8, 2016 9:48:13 MDT AM



What would you do if you won the lottery? Maybe you would take a portion of the money and donate to your favorite charity. Few people get the opportunity to donate a large sum of money to a cause they support. In the month of June, Canadahelps and GIV3 are giving Canadians a chance to win big for the charity of their choice.

The Great Canadian Giving Challenge kicked off June 1st and runs until June 30th. Every \$1 donated to a registered charity enters that charity into a draw to win \$10,000.

Last year, The Great Canadian Giving Challenge raised \$6.3 million for more than 7,500 charities. 41,000 Canadians contributed and helped increase donations by 22% compared to 2014. Next year, 2017, is Canada's 150th anniversary and GIV3 aims to spotlight Canadian giving spirit for our country's milestone anniversary.

The impact \$10,000 could have for a charitable organization is enormous. For an after-school program, it could upgrade playground equipment or it could purchase new tires for a seniors transportation service — the possibilities are endless.

So how can you get involved and win big for the charity of your choice?



# Faites un suivi et dites merci !

Forum4YC  
@forum4YC

Grâce à votre générosité, nous avons plus de 4750 chances de gagner le grand prix de 10,000 \$.  
#Merci!  
#Décaritatif #Canada150



Follow

4 750 \$

GRID  
@grid\_org

THANK YOU to everyone who supported us throughout the #GivingChallengeCA challenge. You helped us raise \$56,580, 21% of our #ght2018 team's goal! You can still support our #ght2018 team by donating at bit.ly/2JpM4yg!



Follow

56 000 \$

Help Lesotho  
@helplesotho

Although we did not win #GivingChallengeCA grand prize draw, with your support we raised \$32,488 in the month of June! Because of YOU, the community of rural Pitseng will continue to have a place to call home at the Pitseng Centre.



Follow

32 000 \$

ARKsociety  
@ARKsociety

Accessibility Renovations for Kids @ARKcalgary · 1 Jul 2018 Happy #CanadaDay! We're pleased to report that, over the course of June, we have raised over \$1500 in the Great Canadian Giving Challenge.

#GivingChallengeCA

Thank you to all of our supporters, and we hope all of you have a safe and fun Canada Day! #ThankYou



Over \$1500 raised for  
the Giving Challenge!  
Thank you to all of our donors  
for giving us over 1500  
chances to win a \$10K  
donation!

Accessibility  
Renovations for  
Kids  
#GivingChallengeCA  
#ReshapeTheirWorld  
www.ARKSociety.ca  
hello@ARKSociety.ca  
(587) 997-5024

1 500 \$



# Que faire maintenant?

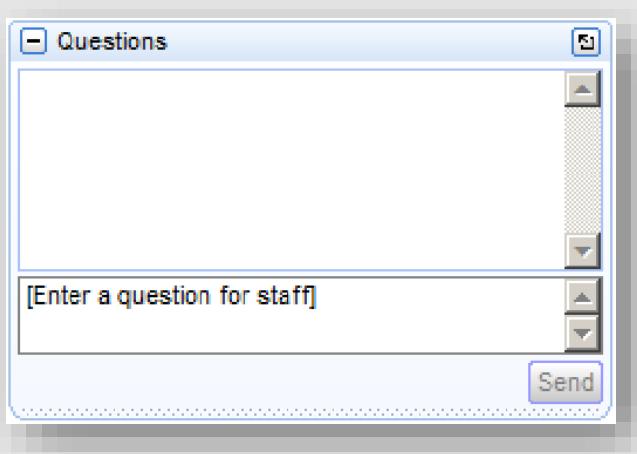
# Aide-mémoire pour la planification du Défi Caritatif

- ✓ Page de dons et liens
- ✓ Préparer le courrier électronique
- ✓ Créer vos messages de médias sociaux, intégrer le site web
- ✓ Contacter les médias locaux



# Questions?

Entrez-les dans la boîte à questions.





# Merci!