



2024 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

# GivingTuesday

**INTEGRATED CONTENT FEATURES: Turnkey solutions in which participating advertisers can be mentioned or quoted in at least one story.**

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As a worldwide philanthropic initiative, GivingTuesday leverages the power of social media and people's generosity to effect tangible change in communities. In collaboration with the Association of Fundraising Professionals (AFP), this feature delves into the role of GivingTuesday in uniting diverse partners, from nonprofits to corporations, highlighting the collective power of empathy and community.

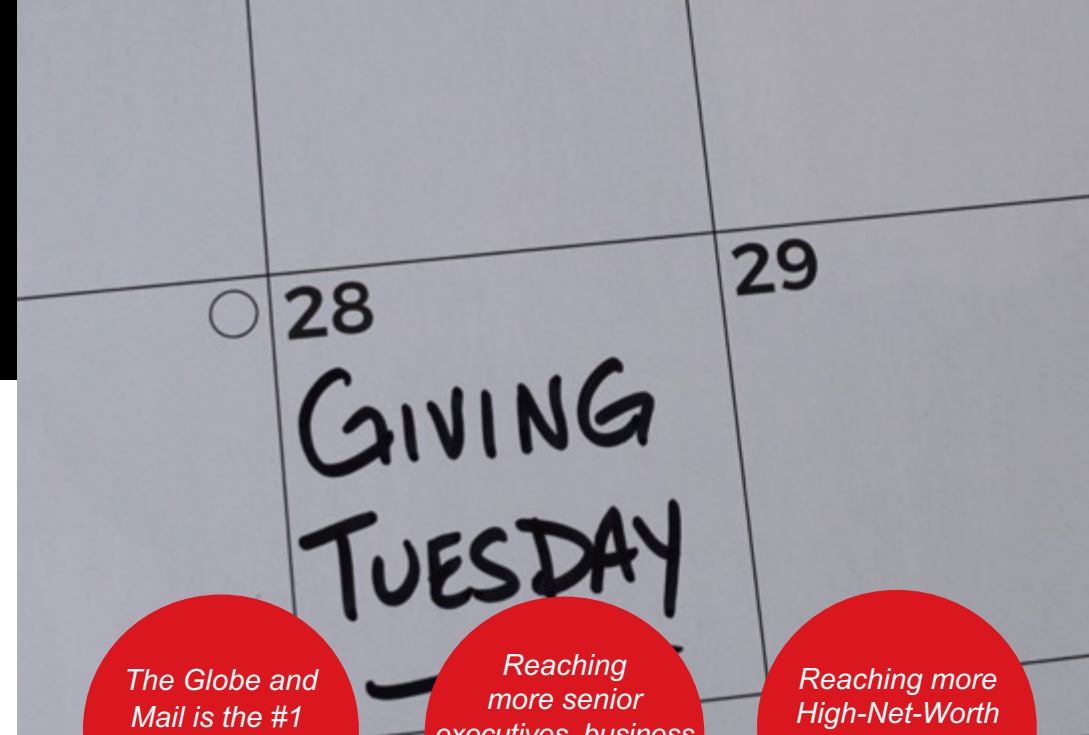
### Proposed topic highlights:

- PARTNERSHIPS** – Examples of collaborations that encourage and amplify acts of kindness
- IMPACT** – Meeting the needs of communities today and preparing for future challenges
- PHILANTHROPY IN CANADA** – The causes and charities Canadians care for
- INNOVATION IN GIVING** – Showcase creative approaches on Giving Tuesday.

**GET INVOLVED TODAY. CONTACT:**

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Print/Digital Weekly Readers – **6,063,000**  
Print Weekly Readers – **2,592,000** | Digital Weekly Readers – **4,645,000**

Source: Vividata SCC Fall 2023, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
October 15	November 26	December 3	October 15