



2025 Marketing Plan

Our Organization

The Community Foundation of Portage & District is a public foundation serving the charitable needs of donors and grant seekers in the City and RM of Portage la Prairie. The contributions of donors are pooled into permanent endowment funds. The interest income earned from the endowment fund provides funding for local community priorities for years to come

Our Vision

To be a community leader, a catalyst and a trusted agent for philanthropy, benefiting our community, today and forever.

Our Mission

To enhance and enrich the quality of life in Portage la Prairie and District by supporting and promoting philanthropy through endowment building, donor services, grant making and community leadership.

Marketing Plan 2025

1. Foundation Feature & Portage Online Tile Combo – Monthly – new story each month

Graphic Full-page FF & Editorial \$425 - Portage Online Tile \$525
Total of \$950 monthly 50/50 split with Southport

2. Grant Funding and Bursary Advertising

2 Grant Funding periods – March & October – 1 Bursary period – May
Social media will be the main advertising along with word of mouth/presentations at venues
Start advertising all 3 at least 2 months in advanced of the deadline.

3. Digital Advertising & Website Updates

The website needs to be revamped – this will be an ongoing task as it is time consuming

4. Focus Groups

Planning to have a couple of focus groups, surveys and presentations about the CFPD. The idea behind the focus groups, surveys and presentations is to have different demographics opinions/ideas on how we can get the CFPD more into the public eye.

5. Prairie City Cinema Promo Ad

The promo ad will run before movies in the month of July and August

6. Scavenger Hunt/Fundraisers

The scavenger hunt will be April/May as people will have Spring Fever and will be looking to get out. It will be an event that participates will be able to complete alone or as a group/family. The event will be focused on all demographics- including the price to participate. Not all details have been worked out but the basic concept behind the event is the clues that will be given will need participates to do research on the CFPD.
Example: Clue – CFPD helped remove water from food.

Answer- CFPD granted funds to Portage Service for Seniors dehydration equipment.

The participates would then go to Herman Prior and at a station outside the building would be the next clue. This gets the CFPD name out in the public along with the participates learning about the foundation, any money raised can go into the Smart & Caring Community Fund
Other fundraising events should also be put into play as this not only one way to raise funds it also gets the name into the public eye. Think out of the box.

7. Annual Celebration

June Newspaper to promote event along with social media

8. Giving Challenge

November – Advertising for the Giving Challenge should begin at least 2 months in advance
Portage Online Events Calendar – Ryan will make plugs on the radio for free
Portage Online and Graphic
Daily Graphic use of Foundation Feature to advertise for the Giving Challenge
Social media posts

9. Year End Giving

Social Media posts

10. Operation Red Nose

Speak to Leo at operation Red Nose – The organization has been offering nights to organizations to raise funds. This would be an opportunity to raise funds while getting the CFPD name in the public eye along with helping the community and promoting Don't Drink and Drive.

11. Social Media Advertising

Continue with the minimum of 3 social media posts per week but also focusing on quality of the posts versus quantity. Think out of the box to catch the attention of people.

TARGET AUDIENCE

With the 2025 Marketing Plan we want to have the Community Foundation of Portage and District recognized by all demographics, we want them to know what the Foundation does and how it affects community in a positive way.

We would like to draw in new donors, with new donors that means CFPD is able to give back more to the community. To accomplish this, we need to think out of the box, we need to get CFPD name in the public eye more. We need to focus on the demographics we have not yet reached which are lower income families, single parent families, millennials, and Generation Z.

Due to the economy nowadays to reach these demographics we need to be willing to give something to receive donations and what I mean by give something is in the form of fundraising which could include scavenger hunt, 50/50, silent auctions, BBQ, tournaments to draw in the younger generations, this is where the creativity and thinking out of the box needs to be put into play.

Initiative #1 – Raising public awareness of the Foundation

Description:	This year, we will work on growing the public awareness of the CFPD's. It is shocking how many citizens of Portage and District are unaware of CFPD and what the foundation does or could do for the community.
Goal of Initiative:	To make the public aware of the CFPD and what the organization stands for, how it benefits the community, what it has done for the community and how it can help the community in the future. Which in return will hopefully bring new donors.
Metric to Measure:	This will be measured by new donors, new subscribers (email and social media)

Initiative #2 – Connect with other demographics of Portage and District

Description:	This initiative and initiative #1 go hand in hand, I believe as the public awareness of CFPD is raised that will also connect the Foundation with other demographics.
Goal of Initiative:	I feel connecting all 3 initiatives together will allow this initiative to have a successful goal.
Metric to Measure:	We will be able to see if this goal has been touched by seeing the demographics of the new donors, new subscribers (email and social media).

Initiative #3 – More fundraising events

Description:	All 3 of these initiatives are linked to each other, with fund raising events we will be able to reach all types of social backgrounds. Which will allow the Foundation awareness to be expanded over multiple demographics.
Goal of Initiative:	We need to think out of the box, explore ideas that are creative and new to draw in people. With thinking out of the box you will draw in other demographics. With fundraising events there are expenses, but those expenses will be offset and paid for by the revenue(donations).
Metric to Measure:	This will be measured by the participation we have with the fundraisers.



2025 BUDGET

EXPENSES	EXPLANATION	TOTAL
Foundation Feature Advertising	Includes Graphic Full Page & Portage Online Tile. The Foundation Feature changes every month	\$ 5,700
Scavenger Hunt & Fundraisers	Advertising, prizes, supplies needed to put on the event. All expenses will be deducted from the revenue of the event.	\$ 1,300
Focus Groups	Snacks/refreshments for hosting a couple of focus groups to have feedback from the public about ideas on how to get the Foundation name more known.	\$ 100
Annual Celebration	Graphic Ad promoting the event	\$ 750
Prairie City Cinema	Promo Ad to be ran before movies for the months of July & August	\$ 600
Giving Challenge	Advertising - Graphic and Portage Online in the months of October and November	\$ 1,750
Year End Challenge Holidays	Advertising on Portage Online & Incentives for donating	\$ 600
Digital Advertising & Website Updates	Annual Fees and updates during the year	\$ 500
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		\$ 11,300



2025 BUDGET

EXPENSES

Foundation Feature - New Story	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YEAR
Each Month													
Graphic - Full Page	\$212.50	\$212.50	\$212.50	\$212.50	\$212.50	\$212.50	\$212.50	\$212.50	\$212.50	\$212.50	\$212.50	\$212.50	\$2,550.00
Portage Online Tile	\$262.50	\$262.50	\$262.50	\$262.50	\$262.50	\$262.50	\$262.50	\$262.50	\$262.50	\$262.50	\$262.50	\$262.50	\$3,150.00
Total	\$475.00	\$475.00	\$475.00	\$475.00	\$475.00	\$475.00	\$475.00	\$475.00	\$475.00	\$475.00	\$475.00	\$475.00	\$5,700.00
SCAVENGER HUNT/FUNDRAISERS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YEAR
Advertising Portage Online	\$0.00	\$0.00	\$0.00	\$300.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$300.00
Posters/Handouts/Signs/Info	\$0.00	\$0.00	\$0.00	\$150.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$150.00
Prizes	\$0.00	\$0.00	\$0.00	\$500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$500.00
Misc	\$0.00	\$0.00	\$250.00	\$100.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$350.00
Total	\$0.00	\$0.00	\$250.00	\$1,050.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,300.00
FOCUS GROUPS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YEAR
Snacks	\$0.00	\$100.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$100.00
Total	\$0.00	\$100.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$100.00
ANNUAL CELEBRATION	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YEAR
Graphic - Newspaper Advertisement	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$500.00
Misc	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$250.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$250.00
Total	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$750.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$750.00
PRAIRIE CITY CINEMA	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YEAR
Promo Ad - Video Clip	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$300.00	\$300.00	\$0.00	\$0.00	\$0.00	\$0.00	\$600.00
Total	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$300.00	\$300.00	\$0.00	\$0.00	\$0.00	\$0.00	\$600.00
GIVING CHALLENGE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YEAR
Graphic	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$250.00	\$500.00	\$0.00	\$750.00
Portage Online	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$250.00	\$500.00	\$0.00	\$750.00
Misc	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$250.00	\$0.00	\$250.00
Total	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$500.00	\$1,250.00	\$0.00	\$1,750.00
YEAR END CHALLENGE HOLIDAYS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YEAR
Advertising Portage Online	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$300.00	\$300.00
Incentives for donating	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$300.00	\$300.00
Total	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$600.00	\$600.00
DIGITAL ADVERTISING/WEBSITE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YEAR
Annual Fee - updates	\$500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$500.00
Total	\$500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$500.00
TOTALS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YEAR
Total expenses	\$475.00	\$575.00	\$725.00	\$1,525.00	\$475.00	\$1,225.00	\$775.00	\$775.00	\$475.00	\$975.00	\$1,725.00	\$1,075.00	\$11,300.00