

# Gear Up For Year-end Fundraising Success



**Lucas Froese**  
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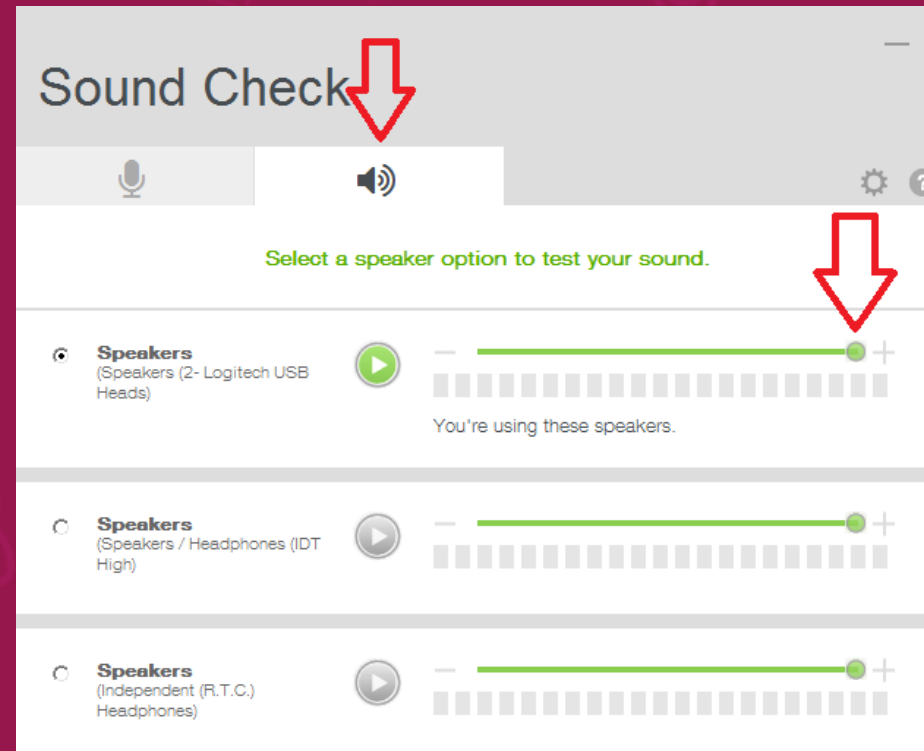
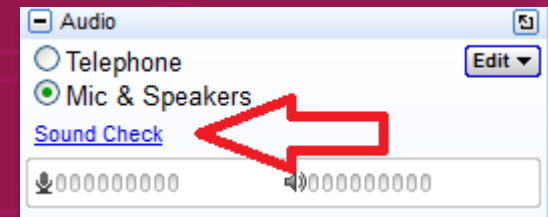


**Marko Miketic**  
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# Webinar Reminders

## Trouble hearing us?

- Turn up your computer's volume.
- Click Sound Check under Audio in your GoToWebinar Panel.
- Select the speaker tab and then turn the volume on the speaker to the far right for maximum volume.



# Webinar Reminders

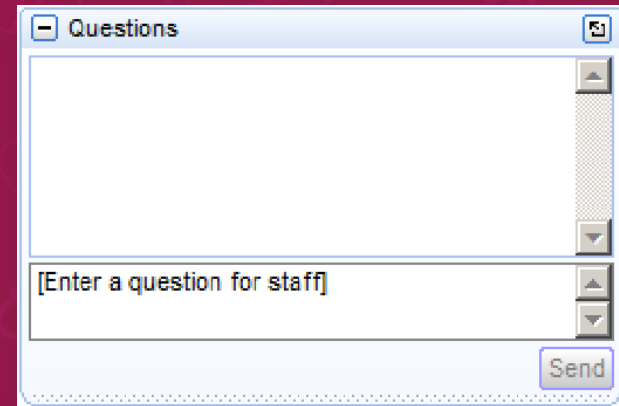
- For the best webinar experience, close all other applications.
- **Yes!**  
The links to the webinar slides and recording will be emailed to you within 24 hours. You'll be able to watch the recorded video on demand.



# Questions or Comments?

**You can hear us, but we can't hear you.**

**Have questions?  
Type them into the  
Questions Log at anytime.**



A screenshot of a web interface titled "Questions". It features a large text input area with a vertical scrollbar on the right. Below the input area is a smaller text input field containing the placeholder text "[Enter a question for staff]". At the bottom right of the form is a "Send" button.

# About CanadaHelps



## Vision:

We envision a society in which all Canadians are committed to giving and participating in the charitable sector, and in which all charities, regardless of size, have the capacity to increase their impact.

## Mission:

To inform, inspire, and connect donors and charities, and to democratize access to effective technology and education in the charitable sector.

**For charities,** CanadaHelps builds effective and affordable fundraising technology, and provides free training and education so that all charities, regardless of size, have the capacity to increase their impact and succeed in the digital age.

**For Canadians,** [www.canadahelps.org](http://www.canadahelps.org) is a convenient, safe and trusted, one stop destination for donating to (once, monthly, or gifts of securities), fundraising for, or learning about any charity in Canada.

TRUSTED  
SINCE 2000

\$1 BILLION  
RAISED

2 MILLION  
DONORS

20,000  
CHARITY  
PARTNERS

# Agenda

1. Introduction
2. What are Customizable Donation Forms?
3. Live Examples: Campaigns, Appeals
4. Setting Up Your Customizable Donation Form
5. CanadaHelps Charitable Gift Guide
6. Q&A Period



# What Are Customizable Donation Forms?

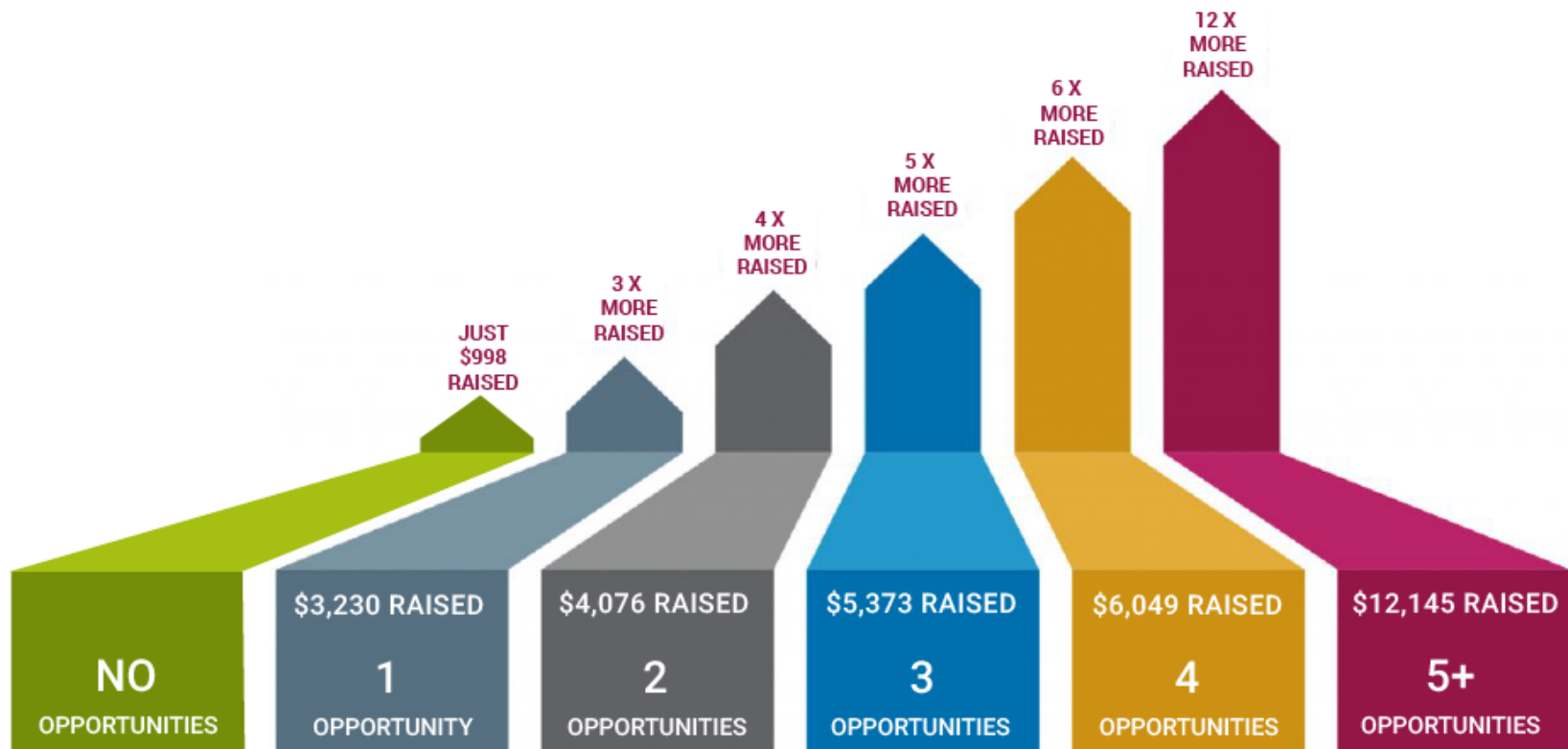
The image shows a donation form for Nature Trust British Columbia. At the top, the logo and name are displayed, along with the business number BN: 108089863RR0001. Below this is a 'Make a donation' button. The form is titled 'DONATION DETAILS' and is divided into several sections:

- AMOUNT:** Includes radio buttons for 'Donate Now' (selected) and 'Donate Monthly'. Below these are buttons for '\$50', '\$75' (selected), '\$100', and '\$200'. There is also an 'Other' input field with a '\$' symbol.
- FUND:** A dropdown menu currently set to 'Endowment Fund'.
- MESSAGE FOR THE NATURE TRUST OF BC (OPTIONAL):** A large text area for a custom message.
- DEDICATE YOUR DONATION:** Includes radio buttons for 'In memory of', 'In honour of', and 'No dedication' (selected).

At the bottom of the form is a large blue 'Next' button. The footer contains links for 'Help | Français | Log Out'.

- Collect donations directly on your website
- Fully mobile-optimized
- A personalized experience for your donors (branded tax receipts, custom thank-you emails, etc.)
- Quick and easy to use!
- **Low 3.5% fee**

## Charities Leveraging More Promotional Opportunities Raise More.



2018 CanadaHelps direct-to-donor site donation data for the 18.3K charities that received donations through this channel.



# Questions or Comments?

## Get in touch!

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[Click here](#) to subscribe to our charity emails for the latest news about our fundraising tools and tips!



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@CharityLifeCa

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