

LIVE Q AND A

FUNDRAISING DURING UNCERTAIN TIMES

Moderated by:



Jacob O'Connor
Director - Charity Engagement
CanadaHelps

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.org 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, 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

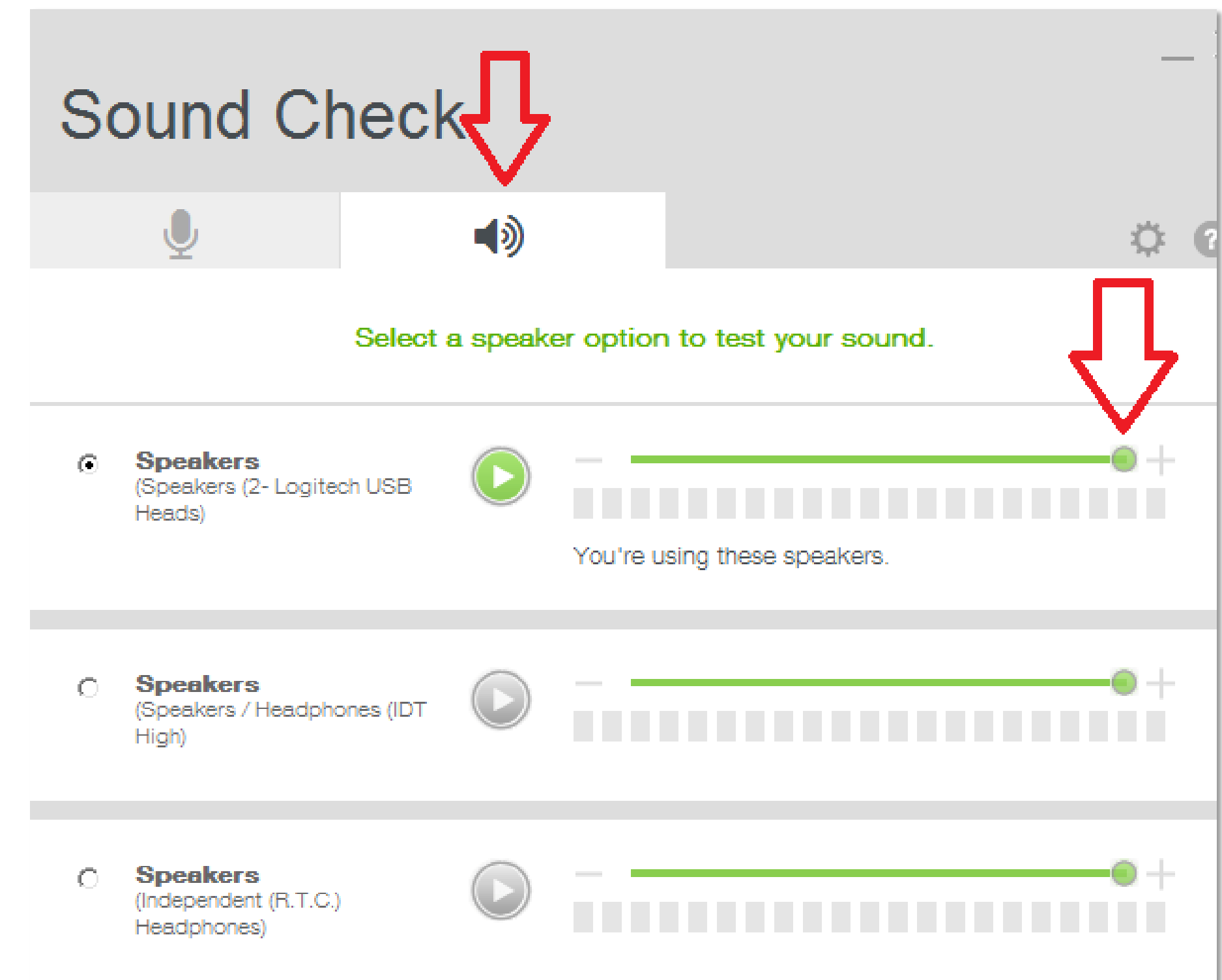
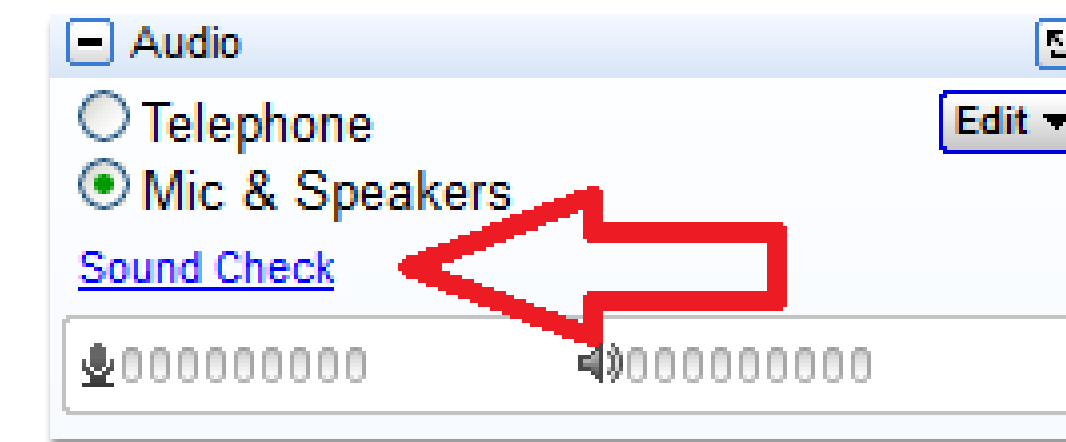
\$1 BILLION
RAISED

2 MILLION
DONORS

20,700
CHARITY
PARTNERS

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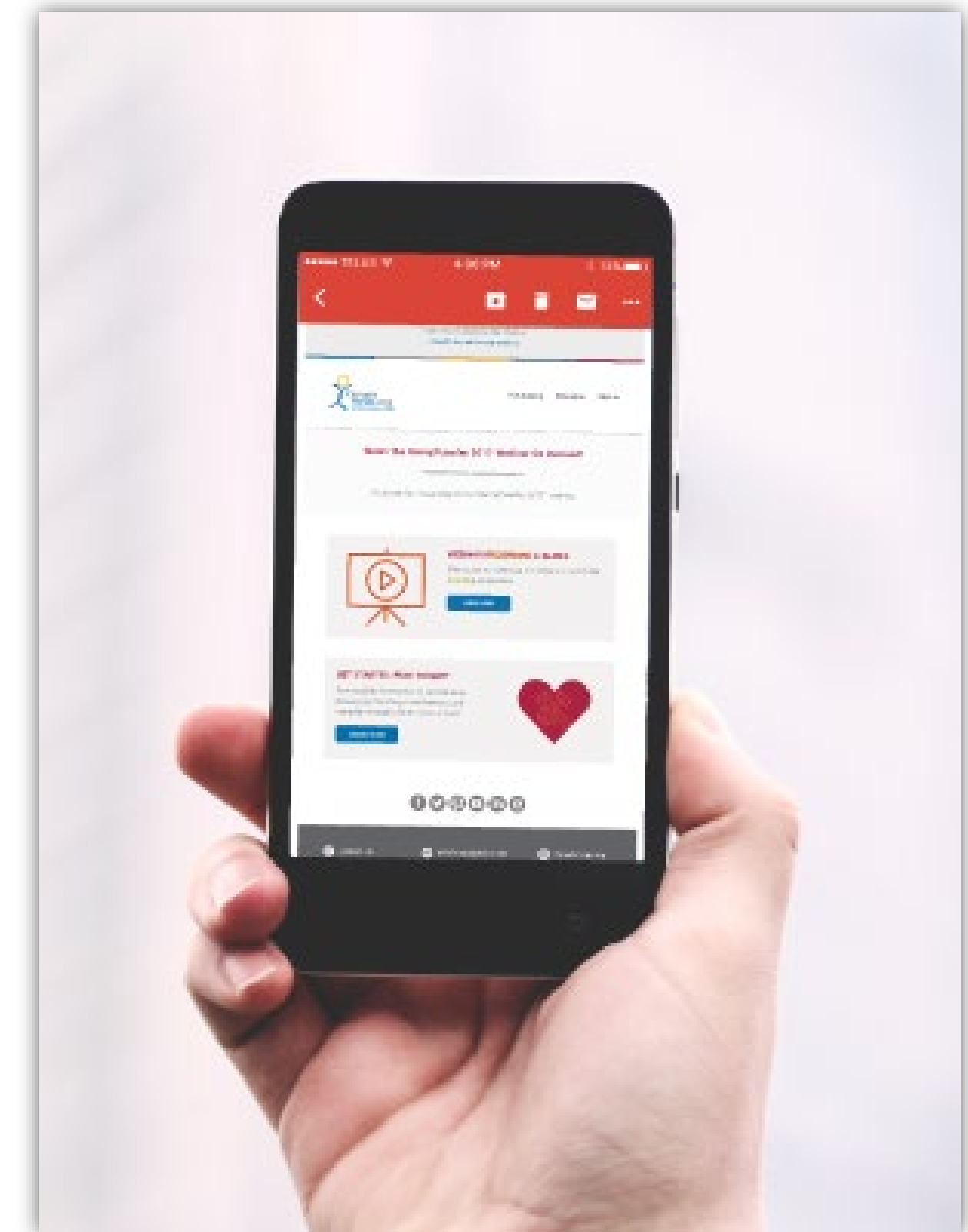


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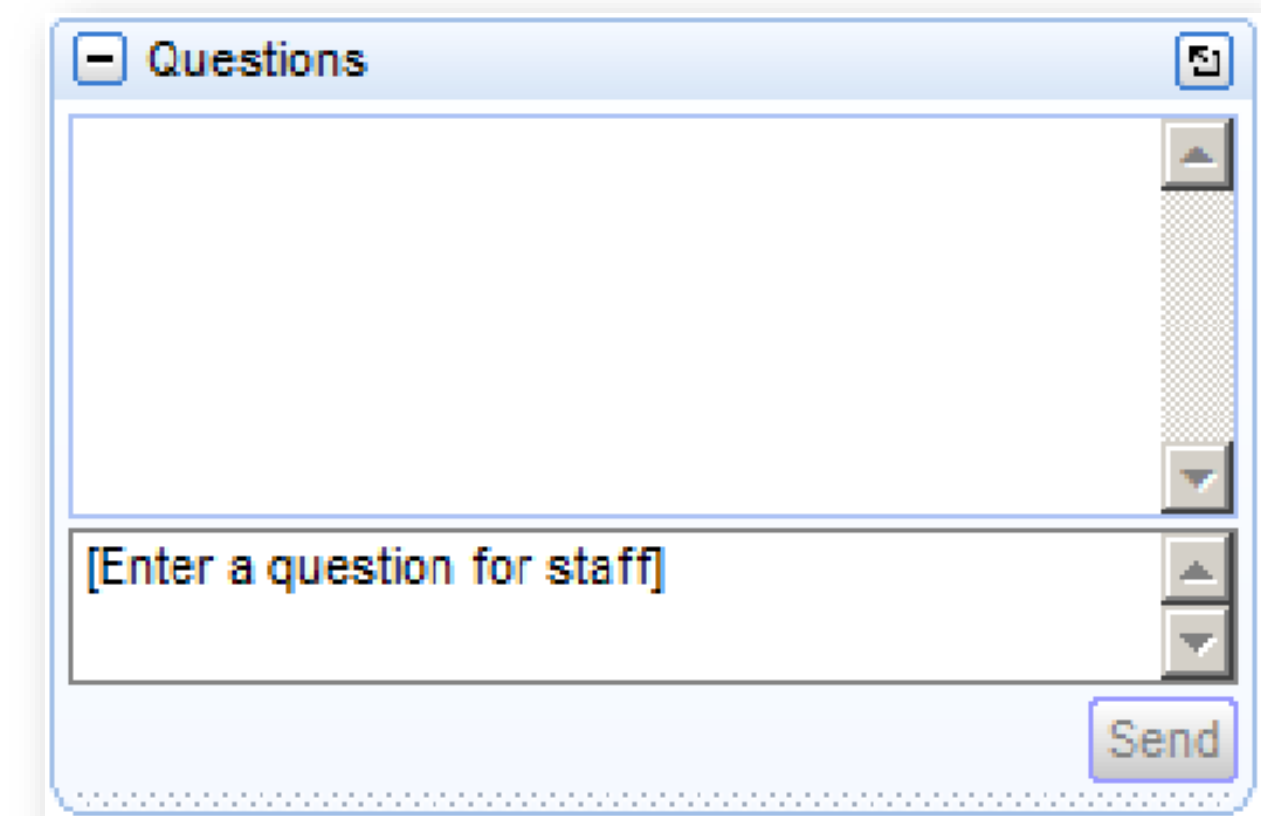


Webinar Reminders

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Our Panel of Experts



Cathy Mann
President,
Cathy Mann & Associates



Paul Nazareth
VP, Education & Development,
Canadian Association of Gift
Planners (CAGP)



Angela Kostenko
VP Marketing,
CanadaHelps



Chris Baylis
President and CEO,
The Sponsorship Collective



Cindy Wagman
President,
The Good Partnership

Cathy



These are extraordinary times and we are being asked to be extraordinary in response.

- Fundraising is often framed in our charity's need; we need to focus on our role in generosity
- Planned giving is not just about bequests; there is a legacy element of reciprocity
- In previous crises when donors could not give cash; planned giving was a highly engaging strategy
- In the middle of crises; there is never a more important time to steward long term relationships

Cover the Basics

- Make it easy to give on your website
- Optimize for mobile
- Push monthly giving
- Keep communicating and don't stop asking

Get Creative

- Leverage social media
- Turn supporters into virtual fundraisers
- Virtual events & P2Ps

Sponsorship in Crisis

- Our experience with **The Partnership Conference**
- Reminder! Sponsorship is a marketing investment. If you don't deliver, you should offer a refund
- Three options:
 - Cancel
 - Postpone
 - Move forward
- How to handle sponsor requests for refund:
 - Be prepared to offer refunds, full or partial
 - Offer similar opportunities
 - Go digital, if you can
- Lessons learned:
 - Know your audience
 - Know your value
 - Ditch the sponsorship packages in favour of a custom process

- ‘When I was a boy and I would see scary things in the news, my mother would say to me, "Look for the helpers. You will always find people who are helping.”’ - Fred Rogers
- How do we check and adjust our mindset, now more than ever
- Your systems are the backbone of your work
- Respond from a place of authenticity, generosity, and abundance

Q & A



Time for Questions!

Continuing the Conversation



Canadian Charities Connect



@CharityLifeCA

Resources



<https://www.thegoodpartnership.com/podcast>

<https://www.fundraisinglab.ca/>

<https://sofii.org/>

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!

Thank you!