Fundraising Solutions For Charities

Presented by:

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Webinar Reminders

• You can hear us, but we can’t hear you.

• Have questions? Type them into the Questions Log at anytime.
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.
Ready to Get Started?
About CanadaHelps
CanadaHelps is a non-profit social enterprise serving charities & donors.

CanadaHelps is a charity that helps charities. We ensure all Canadian charities – most notably the smallest ones that need it the most – have access to the online fundraising tools, technology, and education they need to succeed. Because we’re a charity, our fees are a fraction of those of the for-profit alternatives.

For donors, we offer a one-stop shop for supporting any registered Canadian charity online. CanadaHelps makes giving easy. Easily explore and discover new causes. Give once or monthly, donate securities, or increase your impact fundraising for charity. Enjoy instant or anytime access to all your charitable tax receipts.

At a glance: Trusted for nearly 15 years, more than 16,000 charities rely on our non-commercial online fundraising platform and more than 1 million Canadians have given using CanadaHelps. We have a spotless record for safe and secure payment processing and instant tax receipting and operate on less than 1.8% of donation revenues.

Imagine Canada Standards Accredited: Achieved by just over 150 organizations, CanadaHelps has demonstrated that it meets the 73 Standards required to achieve this accreditation in the areas Board Governance, Financial Accountability and Transparency, Fundraising, Staff Management, and Volunteer Involvement.
Why Over 16,000 Charities Have Chosen CanadaHelps

**A Charity Serving Charities:** Driven by passion and desire to help nonprofits, we strengthen the Canadian charitable sector and contribute to the success of all charities regardless of their size.

**Competitive Solution:** Highly effective and affordable technology where best e-commerce practices are integrated into the design eliminating the risk associated with over customization.

**Proven Track Record:** Spotless fifteen year record for reliable online fundraising, payment processing and tax receipting.

**Fully Accredited:** Highest-level PCI-compliance and Imagine Canada Standard accredited.

**Trusted Partner:** As a charity ourselves, and a critical player in the charitable sector, we will always do what is best for charities.

**Beyond Technology:** We offer affordable, often free, high-quality education sharing best practice know-how. We also create opportunities to amplify your efforts and reach new donors.
Our Main Services for Charities

- Customizable Donation Forms
- Peer-To-Peer Social Fundraising
- Events Management
A streamlined donation path based on best e-commerce practices to maximize donations.

The optimal page when your site visitor chooses Donate Now.

Create unlimited customizable donation forms tied to one or many funds, and customized by appeal.
Custom Donate Now

Features:

- Automatic receipting
- One-time and monthly donations
- Multiple payment options
- Tribute giving and free eCards
- Fully mobile optimized pages
- Integrated social sharing
- Access to donor records
- Google Analytics tracking
- Weekly electronic fund transfer
- Bilingual customer support
- Secure: Highest-level PCI-compliancy
Custom Donate Now - Customize

Brand Your Pages:
- Your logo & cause description
- Set your background colour
- Add a background image

Optimize Fundraising:
- Add suggested gift amounts
- Include impact statements
- Turn on/off select features

Get Personal:
- Automatic branded receipt
- Include a custom message in the Thank You email
- Built-in donor thank you tool

NEW! Monthly appeal page and buttons
Embed the Donate Now button on the full donation on your site. Either way, it’s easy. Simply copy and paste the HTML code.

Donor returned to your site after donation.

Your donor never leaves your site.
Custom Donate Now – NEW Branding!

More branding options!

Thank you for supporting
THE AIR CADET LEAGUE OF CANADA #204 BLACK MARIA SQUADRON KAMLOOPS SPONSORING

Registered charity number: 899132401RR0001

Your Donation Details:

<table>
<thead>
<tr>
<th>Donation Date</th>
<th>In Support Of</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>01/02/2014</td>
<td>General Fund</td>
<td>$1.00</td>
</tr>
<tr>
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<td>General Fund</td>
<td>$10.00</td>
</tr>
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<td>General Fund</td>
<td>$1000.00</td>
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</tbody>
</table>

You also added a donation to CanadaHelps of $1.00 on 01/02/2014.

UrbanPromise Toronto has chosen CanadaHelps, a charity helping charities, as its secure online fundraising platform. Your official tax receipt is from CanadaHelps.

Official Tax Receipt For Income Tax Purposes

Official receipt for income tax purposes. Please retain.

Received From:

333, 10 Yorkville Ave,
Toronto, Ont M5R 2A8

Receipt Number:

R20233335

Date Issued:

11/02/2014

Location Issued:

Toronto, Ont M5R 2A8

Donation Details:

$24,000

Peer-to-Peer Social Fundraising

An ideal solution for charities running any type of walk, run or “thon.” Offers team and individual fundraising, and roll-up fundraising progress.
What is P2P Social Crowdfunding?

- Peer-to-Peer Social Fundraising is when a charity, empowers their supporters to raise money for their organization. Your supporters reach out to their friends, family, and co-workers to endorse your charity as a cause they believe in and ask their personal networks to donate to your charity.
- As a charity, your job is to provide the guidance your supporters need to feel inspired to reach out to their personal networks, and the tools they need so that fundraising is easy and fun!

Why Your Charity Should Consider P2P Social Crowdfunding?

- Online giving has experienced strong, double-digit growth in Canada over the past ten years, but no other fundraising technique harnesses the power of the digital world and social relationships like peer-to-peer social fundraising.
- For Canadians, it provides a meaningful way to help the charities they care about, and to inspire friends and family while having fun participating in an event. For charities, it provides a tremendous opportunity to raise incremental funds vital to fuelling your charity’s work, acquire new donors, and strengthen relationships with current supporters.
Designed for Charities

Benefit from the fastest growing source of charitable donations with Peer-to-Peer Social Fundraising from CanadaHelps.

Intuitive User Experience
A simple, self-serve solution with seamlessly integrated Charity, Team & Participant pages.

Extensive Charity Controls
The robust branding, reporting, operational & administrative controls your charity needs.

No up-front set-up fees or monthly service fees.
Extensive Charity Controls.

Powering over 400 charity P2P campaigns

Resettling Syrian Refugees
Humanity First Canada

Progress
5 days, 19 hours
$12,425 raised of $125,000 goal
Campaign Ends Feb. 29, 2016

 Humanity First Canada - Resettle Syrian Refugees

There are over four million Syrians who have been forced to leave their country and are struggling for basic life essentials such as food, shelter, blankets, water and healthcare. Humanity First has been assisting Syrian Refugees in Turkey and Jordan with essential supplies and with programs for education of children.

Under the Private Sponsorship Program, Humanity First has already brought dozens of Syrian Refugees in Canada and continues to sponsor and resettle more Syrian refugees in Canada.
Designed to Engage

Roll-up Results for all Team & Participant Donations

Simple Self-Serve Sign Up & Easily Find A Team to Support

The Right Balance of Campaign Consistency & Personalization

Recognizes Top Participants & Promotes Friendly Competition

Consistent header on all campaign pages & emails. Personalized stories, fundraising goals and gallery.
An Integrated Fundraising Experience

Charity Page:
• This is your campaign hub.
• Direct supporters to sign up here.
• Easily search to find a team or individual participant.

Team Page:
• Each team has their own personalized page.
• Spotlights team fundraising progress.
• Links to each team member page.

Individual Participant or Team Member Page:
• Each participant has their own personalized page.
• Spotlights their personal fundraising progress.
• Links to team page (if appropriate) and main charity page.
Best E-Commerce Practices

Seamless Sign Up
- Supports social sign up and login
- Add custom questions: T-shirt size, waivers & more!

Simple Management
- Sign In option at top of each campaign page
- Participants can easily edit and share page
- Team Captains can also manage team page, team members, and offline donations.
- Charity Admins can manage branding and configuration options and access reports.

Streamlined Donation Form
- Best e-commerce practices for maximum donations
- Supports Instant tax receipting
Choose Your Colour Palette

Adjusts the colour of donation buttons, header bars & more!
Inspiring Participation and Gifts

Clear calls to action

Engaging & shareable content

Dynamic, inspiring content

Top Individual Fundraisers

1. Saadat Ahmed
   $1,000.00

2. Bilal Ahmad
   $500.00

3. Mirza Suleman Baig
   $464.00

Supporters

Donation

$200.00

$525.00

Click on a thumbnail to enlarge a photo or watch a video
Set Your Campaign Configuration

Complete the simple tab by tab forms to customize your campaign.

✓ Overarching campaign fundraising goal
✓ Fund designation
✓ Custom registration questions (waivers, multiple choice questions & more)
✓ Suggested Donation Amounts
✓ Language Preference
✓ Tags to categorize participants and pages
✓ Support email address
✓ Access Control (allow anyone to join, require your approval, by your invite only)
Easily Manage Your P2P

Manage Team Captains & Participants:
• Invite, delete, suspend, unsuspend, and manage join requests

Stay in Touch and Inspire Active Fundraising:
• Email integration - email one or more Team Captains, Teams of Participants

Real-time Reporting: Everything You Need At Your Finger Tips
• Dashboard view
• Detailed CSV file report providing all data points for Fundraisers, Teams & Donations.
Download Our Free P2P Whitepaper!

If you would like additional information please go to: https://www.canadahelps.org/en/p2p-whitepaper/

Learn about:

• Working with a budget
• Choosing a campaign theme
• Engaging your fundraisers
• Marketing your event
• Managing event logistics
• And much more!
Events Management

Running charity galas, tournaments, webinars & other events is easier than ever before. Designed for charities, CanadaHelps Events will dramatically reduce your event administration costs.
**Events Management**

**What is Events Management?**

- The events management platform is an online tool to help run your charity event. This can be a free or paid event that helps take the stress out of running an event!
- Running charity galas, tournaments, webinars, and other events is easier and more cost-effective than ever before. Designed specifically for charities, the events management platform reduces administrative costs, enabling seamless online ticket sales, multiple ticketing options, and flexible split-receipts.

**Why Your Charity Should Consider Launching an Event?**

- While the monetary measurement of success is easy to measure, measuring brand awareness is not. Hosting an event is a great way to bring your donors together to share an experience and be integrated with your charity. It’s the perfect way to harness the power of creating relationships with existing donors, while attracting new potential donors.
- Events can be a great source of revenue and fundraising opportunity for charities. Ticket prices are the obvious source, but add to that the potential for raffles, auctions, door prizes, on-site event donations, and VIP opportunities, there are many ways to engage participants.
Save Time & Money and Increase Your Event Fundraising Success

Nepal Earthquake Relief Concert
by Nepal School Projects

- Friday, 22 May 2015 at 7:00 PM (EST)
- Toronto, ON

Overview:
Nepal School Projects invites you to come together to support the relief effort for the victims of the earthquake in Nepal on May 28th at The Fermenting Cellar located in Toronto's historic Distillery District.

Ticket Information:
- General Admission: $20.00
- Nepal School Projects: $5.00

Goal Progress:
- 68% of $15,000
- 208 days to go

Order Now
Easily Customize & Brand Your Event

Add a hero image displayed across event pages and emails.

Choose from 10 colour palettes or use our default CanadaHelps colours.

Run your event your way. We offer a full array of optional features.

Tell your story • Set your goals • Collect attendee info • Add attendee questions
Customize email copy • Add a call for volunteers • Run online only events
Control number of tickets • Promote donations when event sells out • And more!
Flexible Ticket & Receipt Options

Create the Perfect Ticket Mix to Maximize Your Results:

• Run free &/or paid ticket events
• Offer one or many ticket types
• Integrate a donation ask
• Ideal for small gatherings and events with 10,000+ attendees

Send Tax Receipts Instantly When You’re Ready

• Choose instant tax receipts if you know the eligible amount up-front.
• Or, enter receiptable amounts post-event and we’ll send receipts then.
• Supports non-receipted events too!
Maximize Ticket Sales

Fully mobile-ready so buying tickets is easy anytime, on any device.

Employs leading e-commerce practices for maximum revenue.
Increase Sales, Attendance & Sharing

Goals & countdowns create sense of urgency

Clear calls to action

Engaging & shareable

Motivational attendee wall

One-click add to Calendar

Clear info on what's next

Automated reminders

Ideal time to ask to share
Painlessly Manage Your Event

Real-time Dashboard Reports • Detailed Ticket Sales Report • Detailed Attendee List
Simple Check-in • Easy Customer Care • Resend Tickets & Receipts
Email One or More Attendees • And More!

Ask about Raiser’s Edge & Salesforce import tools.
Events Management Whitepaper

Download Our Free Events Whitepaper!

If you would like additional information please go to: https://www.canadahelps.org/en/events-whitepaper/

Learn how to:

• Choose an event theme that sets your charity apart
• Create a realistic timeline for event to-do’s
• Optimize your event page for increased ticket sales and attendance
• Avoid the common pitfalls and identify the potential challenges
• And much more!
What’s New, What’s Next
Did you know with CanadaHelps you can ...

Select recent product enhancements, allowing you to:
- Add multiple Charity Administrators
- Access dashboards that benchmark your performance on key metrics versus other charities
- Embed your custom donation pages in your website so donors never leave your site
- Optionally remove the $3 Support CanadaHelps on your custom donation pages
- Create a custom donation page optimized for monthly donation
- Turnkey Fundraise Now and Donate Securities solutions
- Instantly know a donor creates a Fundraising Page in support of your charity (email sent).
- Even further mobile enhancements!

Select new educational tools:
- [How To Videos](#) for all key CanadaHelps features
- [White papers](#): Grow Your Monthly Donors, Launch Your 1st P2P, Succeed with Ticketed Events!
- [Learn](#) about our Digital Marketing Course and upcoming Webinars
Select planned product enhancements:

- Peer to Peer Social Fundraising 1.5: Paid P2P Event Registration
- Third Party Fundraising: Enable your supporters to fundraise for your charity on their birthday, wedding or any reason at all leveraging all the branding and customization options available with P2P!
- CRM Integration: Ready to go reports for key CRMs
- Charity Admin Refresh: Gradual move to new design
- Donor Bequest: Estate Donation Service
- Data Strategy: New giving insights and discovery tools
At CanadaHelps, we work with charities from every province and territory across the country, and from every charitable sub-sector. We’re invested in ensuring all charities have access to effective technology and education they need to be successful fundraisers.
Our Cause is Every Cause
Have questions?
Ask Kathleen

Please type your questions into the Questions Log on your GoToWebinar panel.
Thank you!

Contact us with any questions.

charitylife@canadahelps.org