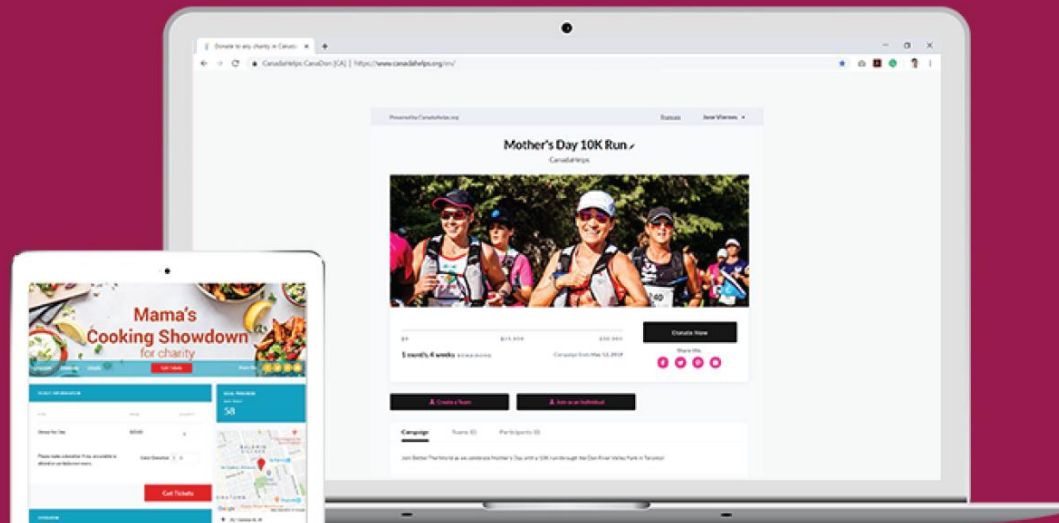


Create and Customize Unlimited Campaigns with CanadaHelps

CanadaHelps Fundraising Tools For Any Occasion



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.

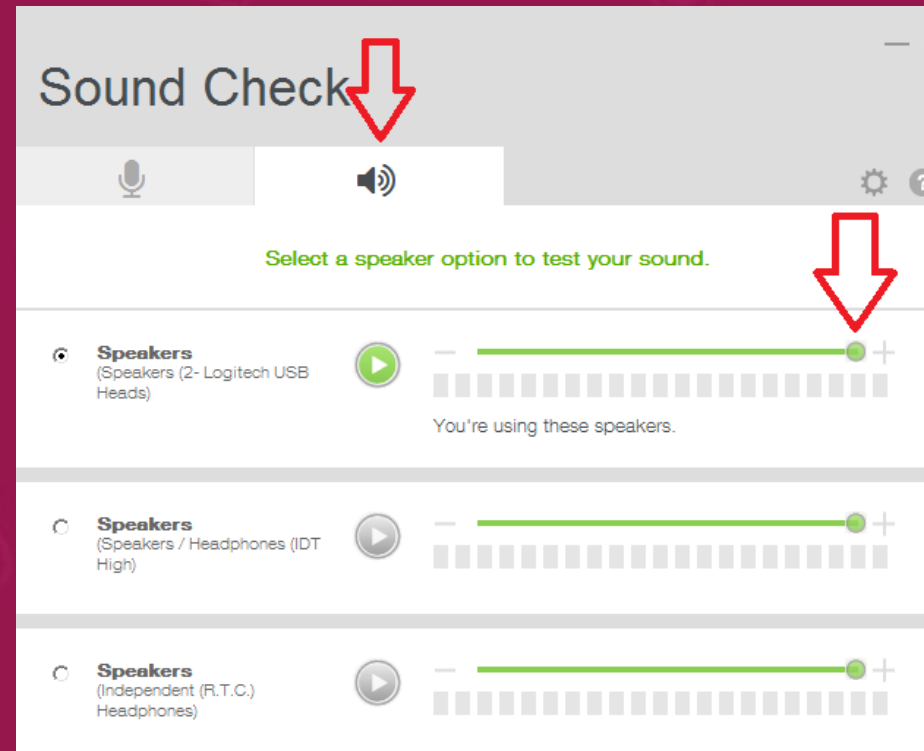
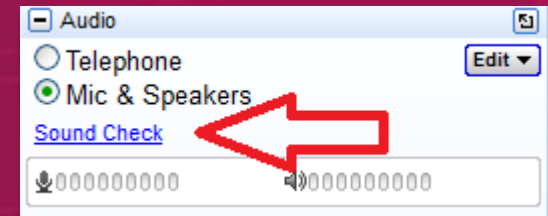


At a glance: Trusted for over 18 years, 19,000 charities rely on our non-commercial online fundraising platform and more than 1.9 million Canadians have given close to \$1 billion using CanadaHelps. We have a spotless record for safe and secure payment processing & instant tax receipting.

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?



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

A screenshot of a web form titled "Questions". The form has a light blue border and a white background. At the top left is a minus sign icon and the title "Questions". At the top right is a plus sign icon. Below the title is a large, empty text input area. At the bottom of the input area is a smaller text input field containing the placeholder text "[Enter a question for staff]". To the right of the input fields are vertical scroll bars. At the bottom right of the form is a "Send" button.

Follow us!
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[@CharityLifeCa](#)



Agenda

1. Intro
2. Why Customize?
3. Campaigns and Appeals
4. Let's Create
5. Want to Boost your Campaign?
6. Q and A



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19,000+

Charities fundraise
using CanadaHelps.

\$183M

raised for charities in
2018.

“The Button”



Launch Timeline

- **2012** Custom Donation Forms (Re-Launched 2018)
- **2015** Peer-to-Peer (Re-Launched 2018)
- **2016** Events (Re-Launching 2018-19)

Our Mission

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

2,200+

Charities were supported by the Charity Engagement Team.

14

Free Educational Webinars were provided by our team.

Giving Made Simple You're in control



Français Help

1 Giving Basket

Jane Viernes ▾

Donate

Explore

Fundraise

Why CanadaHelps

Blog

For Charities

Home

Profile

Donate
Now

P2P

Events

Donations

Funds

Account
Info

Welcome to Your MyCharity Account

From online fundraising tools to detailed donation reports, you have many tools at your fingertips to help you succeed. Use the tabs above to navigate your MyCharity account. Below is a breakdown of what you can do in each tab.

Profile

Ensure that when donors search for your organization on

Donations

Get information about donations made to your charity, and all the

Funds

Manage fund designations for donors to choose from

Account Info

Change your address and contact information

Chat with us

Why customize? More than just general donations!



- **Appeals (Spring Appeal, Holiday Appeal, etc.)**
- **Campaigns (Capital Campaign, Project-Specific Campaigns, Holiday Campaigns, etc.)**
- **Different Channels (Direct Mail, Email, Social Media)**

Why customize?

- **Donor Experience**
- **Increase Conversion and Campaign Success**
- **Tracking – Test and Get Strategic!**
- **Have Fun!**

Questions or Comments?

Get in touch!



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