

# GivingTuesday 2019

## In Conversation with 3 Inspiring Charities

Presented by the co-founders of  
GivingTuesday Canada:



GIV3

## Hello! Nice to meet you.



**Laura Dempsey**

Charity Engagement Specialist, CanadaHelps

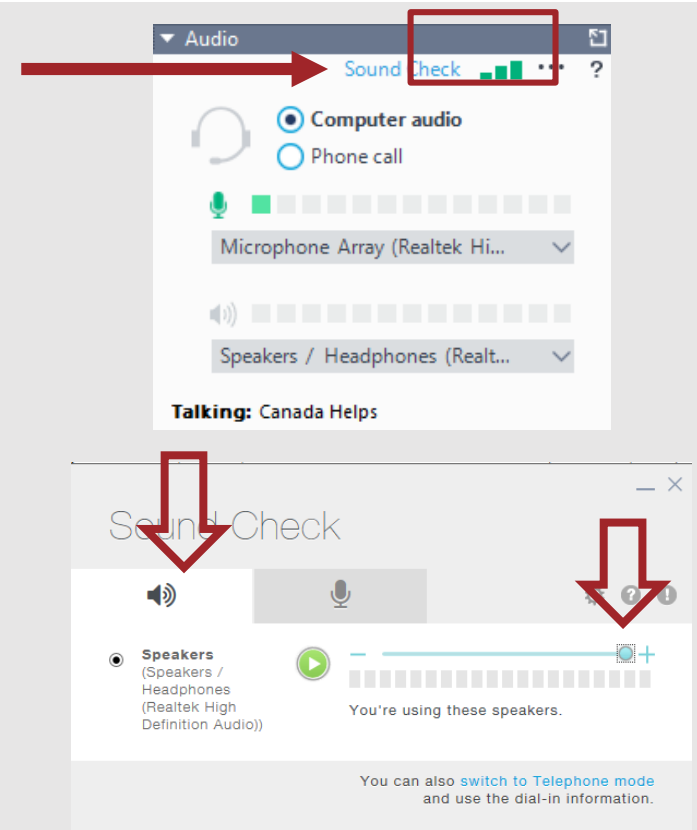
**@CanadaHelps / @CharityLifeCA**

**charities@canadahelps.org**

## 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.

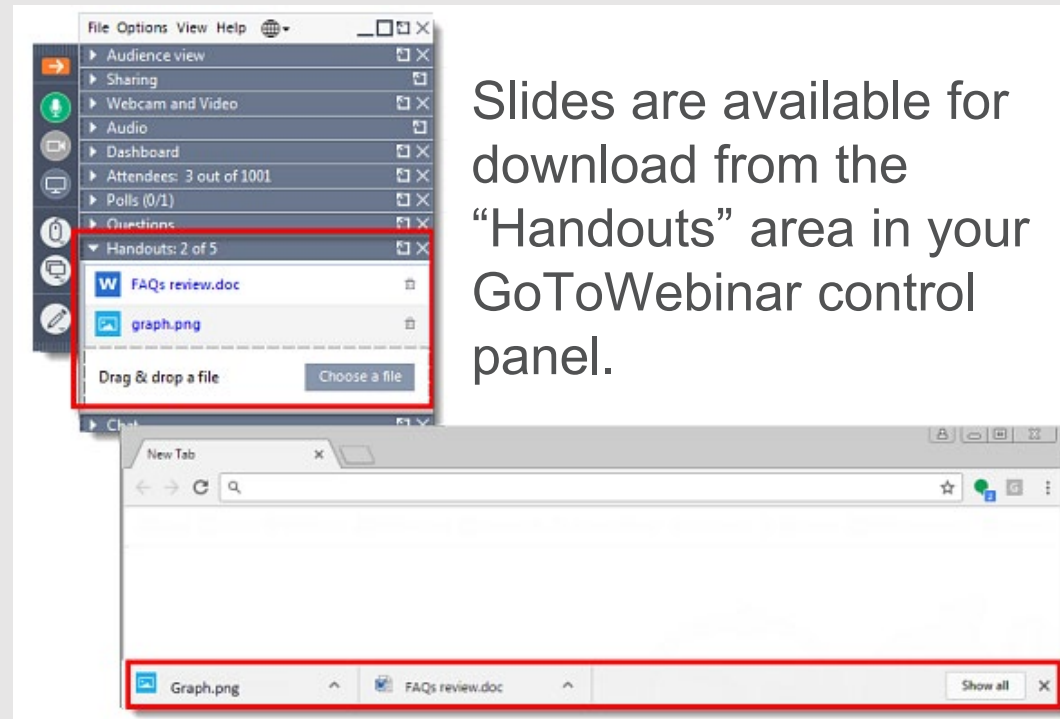


#GivingTuesdayCA

## Webinar Reminders

For the best webinar experience, please close all other applications.

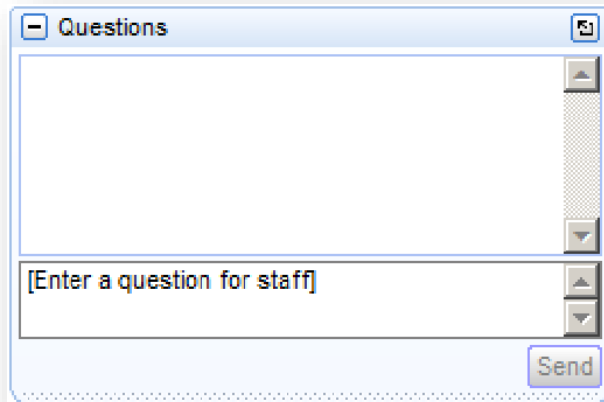
YES! The webinar recording and slides will be emailed to you within 24 hours.



Slides are available for download from the “Handouts” area in your GoToWebinar control panel.

## Webinar Reminders

- You can hear us, but we can't hear you.
- Have questions? Type them into the questions log at anytime.



A screenshot of a software window titled "Questions". The window has a light blue border and a small icon in the top right corner. Inside the window, there is a large, empty rectangular area for text input. Below this area, there is a smaller text box containing the placeholder text "[Enter a question for staff]". To the right of the text box, there are two small, vertically stacked arrow buttons (up and down). At the bottom right of the window, there is a button labeled "Send".

## Agenda

- About CanadaHelps
- About GivingTuesday
- Our Moderator & Charity Panel
- Panel Discussion
- Audience Q&A
- GivingTuesday Insights & Tactics

## About CanadaHelps

CanadaHelps is a non-profit social enterprise serving charities and donors.

### 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

## About GivingTuesday

GivingTuesday is the global day of giving.

Charities, businesses and the public have been doing GOOD STUFF in lots of different ways over the past few years.

There is no “right” way to participate as long as it supports generosity and giving. Fundraise, find volunteers, celebrate impact, say thanks or help spread the word.





# Black Friday

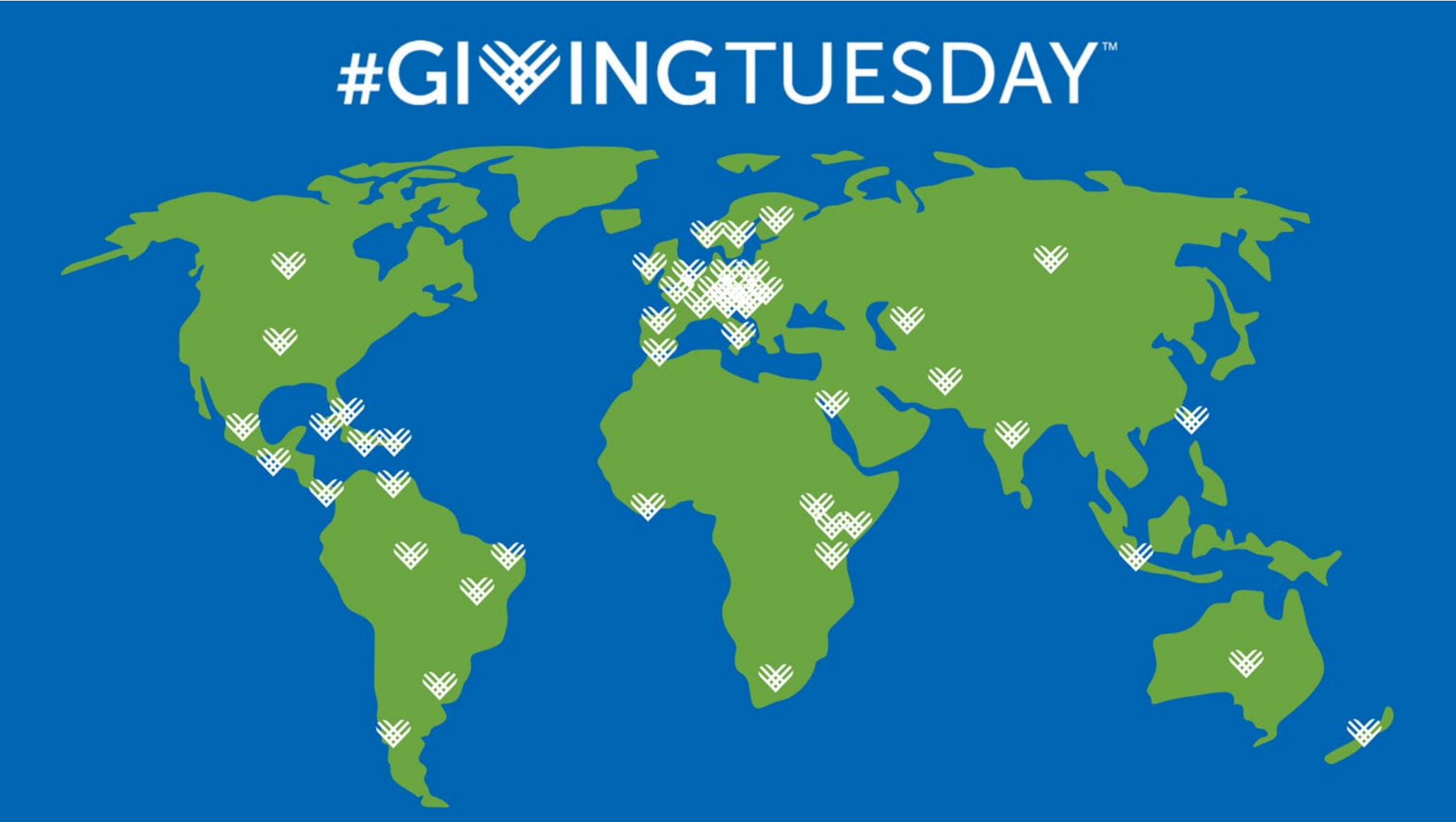


# Cyber Monday











## Moderator

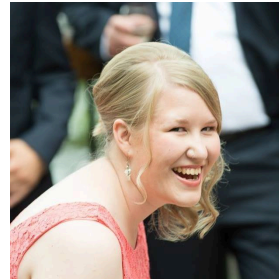


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## Charity Panelists



**Inta Dukule**  
Senior Manager, Marketing and Brand,  
Fred Victor (Toronto, ON)  
[fredvictor.org](http://fredvictor.org)



**Hannah McGeachie**  
Executive Director,  
Ten Oaks Project (Ottawa, ON)  
[tenoaksproject.org](http://tenoaksproject.org)



**Karen Theriault**  
Director of Communications & Development,  
Feed Nova Scotia (Dartmouth, NS)  
[feednovascotia.ca](http://feednovascotia.ca)

GIVINGTUESDAY™

TELL US ABOUT YOURSELF AND YOUR CHARITY

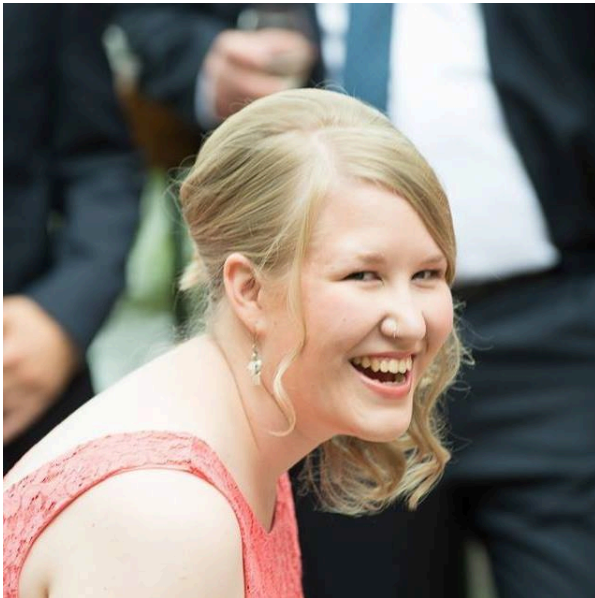


## Inta Dukule

Senior Manager, Marketing and Brand, Fred Victor (Toronto, ON)

Inta Dukule is responsible for all marketing initiatives and brand development. In addition, she manages Fred Victor's online presence, advertising and web development.





## Hannah McGeachie

Executive Director, Ten Oaks Project (Ottawa, ON)

Hannah has had the pleasure of working at the Ten Oaks Project since 2010. She oversees the planning and delivery of Camp Ten Oaks, Project Acorn, Oak Grove Family Camp, Camp Lifting Leaves, the Youth Advisory Committee, and year-round community events.







## Karen Theriault

Director of Communications & Development, Feed Nova Scotia  
(Dartmouth, NS)

Karen is the Director of Development and Communications at Feed Nova Scotia—a role where she's continuously inspired by the compassion and generosity of others.

# GIVINGTUESDAY™

PAST GIVINGTUESDAY GOALS, CAMPAIGN, AND KEY  
FINDINGS

## Fred Victor (Toronto, ON)



For GivingTuesday 2018, Fred Victor raised over \$10,000 and over 60,000 people connected with via social media.

- 20 enthusiastic volunteers marching through the streets
- Handed out over 300 branded candles
- Shared some warmth and cheer on a cold November afternoon
- Sparked the giving spirit in fellow Torontonians



## Ten Oaks Project (Ottawa, ON)

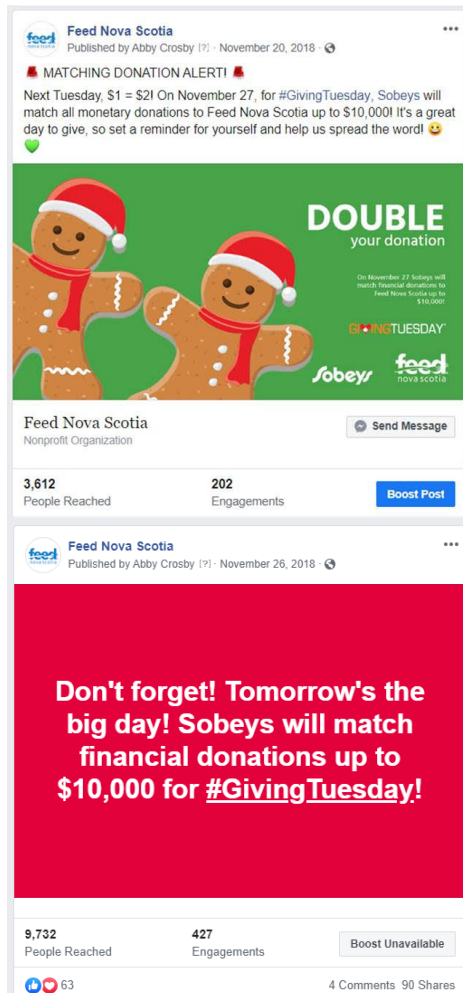


For the past several years, Board members have matched donations up to a certain amount (\$2500 in 2018, etc.) on Giving Tuesday.

- 2018: Board pledged to match up to \$2,500 and we raised \$7,164
- 2017: Board pledged to match up to \$3,000 and we raised \$8,245
- 2016: Board pledged to match up to \$2,700 and we raised \$6,600



## Feed Nova Scotia (Dartmouth, NS)



For the past 5 years, Feed Nova Scotia's campaign goal has been to drive donations. Sobeys matches donations to Feed Nova Scotia on Giving Tuesday to a total of \$10,000. Each year has seen significant growth and, this year, Sobeys has increased their matching gift sponsorship to \$25,000.

- Promotion via posts on Facebook, Twitter, and Instagram
- Emails to donors and volunteers; and a print ad in our local paper.
- Includes all donations that are physically received at the office on Giving Tuesday (i.e. mail that arrives that day and donations that are delivered in person)

# GIVINGTUESDAY™

WHAT WORKED AND HOW DID YOU OVERCOME  
CHALLENGES?

**GIVINGTUESDAY™**

**GOALS FOR GIVINGTUESDAY 2019**

**GIVINGTUESDAY™**

**CAMPAIGN PLANS FOR GIVINGTUESDAY 2019**



Q&A



For GivingTuesday 2018, Fred Victor raised over \$10,000. In addition, over 60,000 people connected and joined the conversation on social media.

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INSIGHTS



## GIVINGTUESDAY

### 2018 HIGHLIGHTS

The opening day of the holiday giving season.

16 YEARS OF  
AWESOME

Bigger, smarter,  
better giving!

6,500+

charities and  
businesses  
participated

## GivingTuesday 2018 Highlights

**GIVING  
MORE THAN**



**Thousands of actions,  
volunteer hours, and  
new pledges**



**122,372** meals for food bank clients in Kitchener-Waterloo



**29** kids sent cards to thank small businesses giving back in St. Marys



**240** poinsettias delivered to seniors in Oakville



**320** household items for the homeless in Regina



**20** jackets plus **7** winter jackets and **2** suits for homeless in Calgary



**23** retreats for young adults with cancer in Newfoundland



**180** Santa visits for seniors in Waterloo region



**88** turkeys collected for families in Halton



**45** new winter boots and **40** new PJs for women and children in Halifax



**12** restaurants donated to local causes for EatOutTuesday in Pointe Claire



**12** tool library memberships for those in need in St. John's



**14** Dragon's Den awards (\$20,000) in Airdrie



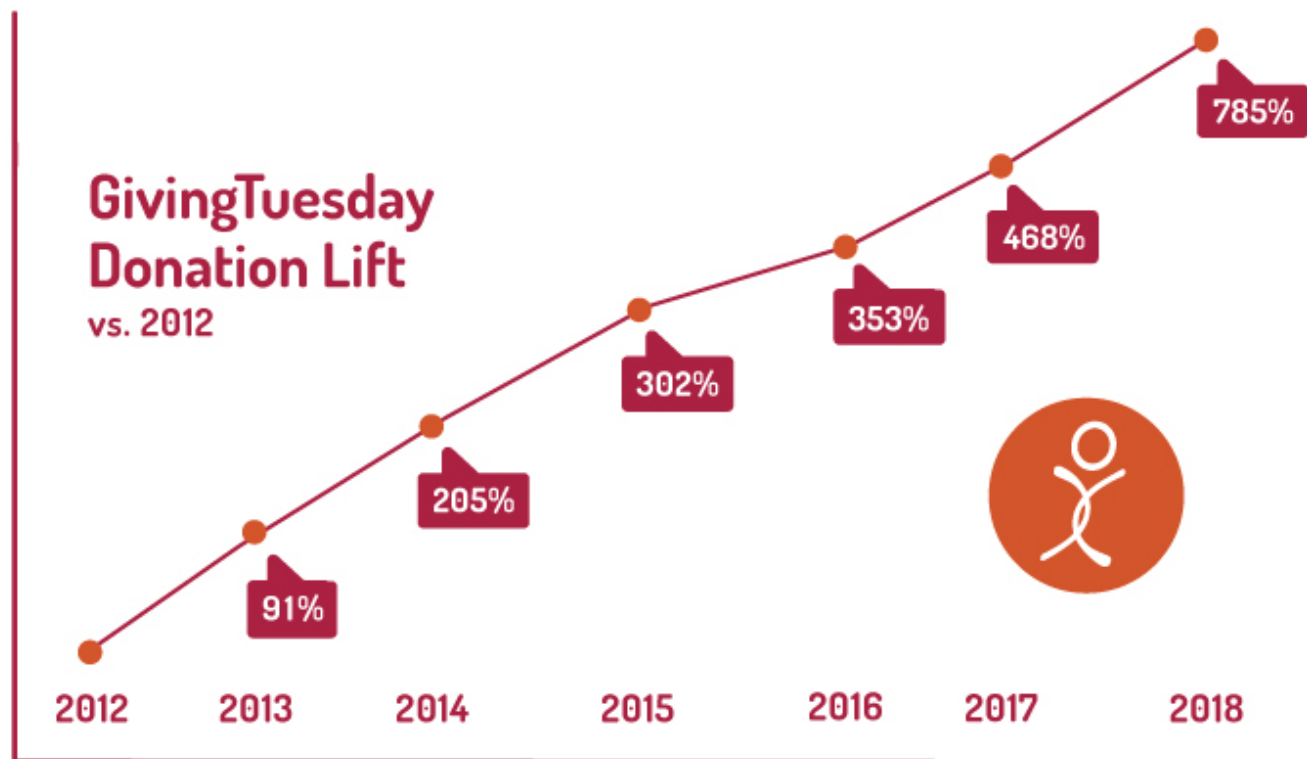
**30** skateboards for youth collected in Montreal



**1** new generator for a hospice in Niagara

## GivingTuesday 2018 Highlights

### IMPACT ON DONATIONS



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TACTICS



## How to Make the Most of GivingTuesday 2019



Set your goals.



Define your audience.



Form your team.



Craft your story.



Identify your communication channels.



Create a call-to-action.



Measure your results.



Reach out to your audience.



Thank your supporters.



Review and evaluate for next year.

Look out for the GivingTuesday 2019 Guide



# Give us a shout!



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**Next CanadaHelps Webinar:** Increase your Charity's Fundraising Revenue with Donations of Securities  
Register via form on [CanadaHelps.org](https://CanadaHelps.org) > Blog > Charity Life

**THANK YOU!**