

Transform Your Next Fundraiser by Taking it Online



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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 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

22000
CHARITY
PARTNERS

Agenda

- **Should I Even Be Fundraising Right Now?**
 - Hint: Yes!!
- **Online Fundraising with Peer-to-Peer**
 - Turn Your Supporters Into Fundraisers
- **Online Fundraising with Ticketed Events:**
 - Sell Tickets Right on Your Website
- **New Features for Peer-to-Peer and Events**
 - Can't miss stuff!!!
- **Super Cool Online Fundraisers!**
 - (That you can run too!)
- **Live Q & A with Nadine Champis of Hotel Dieu Shaver**
- **Exciting New Product from CanadaHelps!!!!**
- **Q&A**

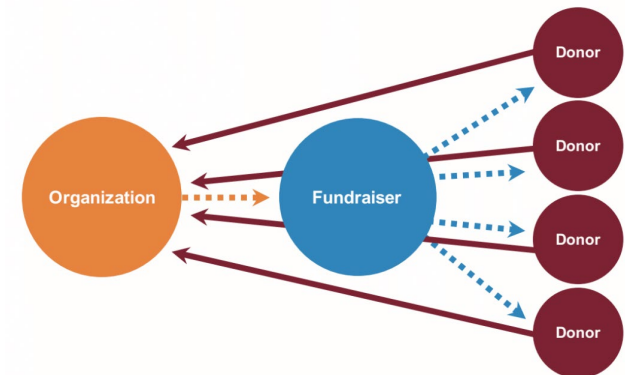
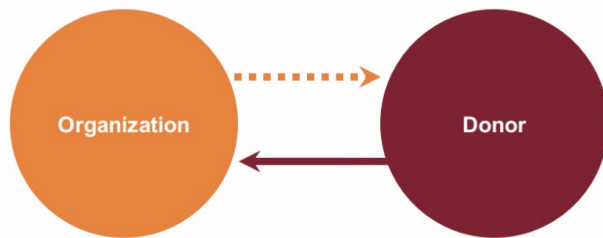
Should I Be Fundraising Right Now?

- YES!!!
- The Good News: Online Charitable donations are up!
- In March...
- Number of donors in March  62%
- Number of donations  65%
- 58%  in people committing to monthly donation plans
- Great Canadian Giving Challenge saw a 92%  in donations
- 103%  in donors during the Month of June

Peer-to-Peer Fundraising: Fundamentals



It's not about who You know, it's about who They know



How to Market Your Campaign?



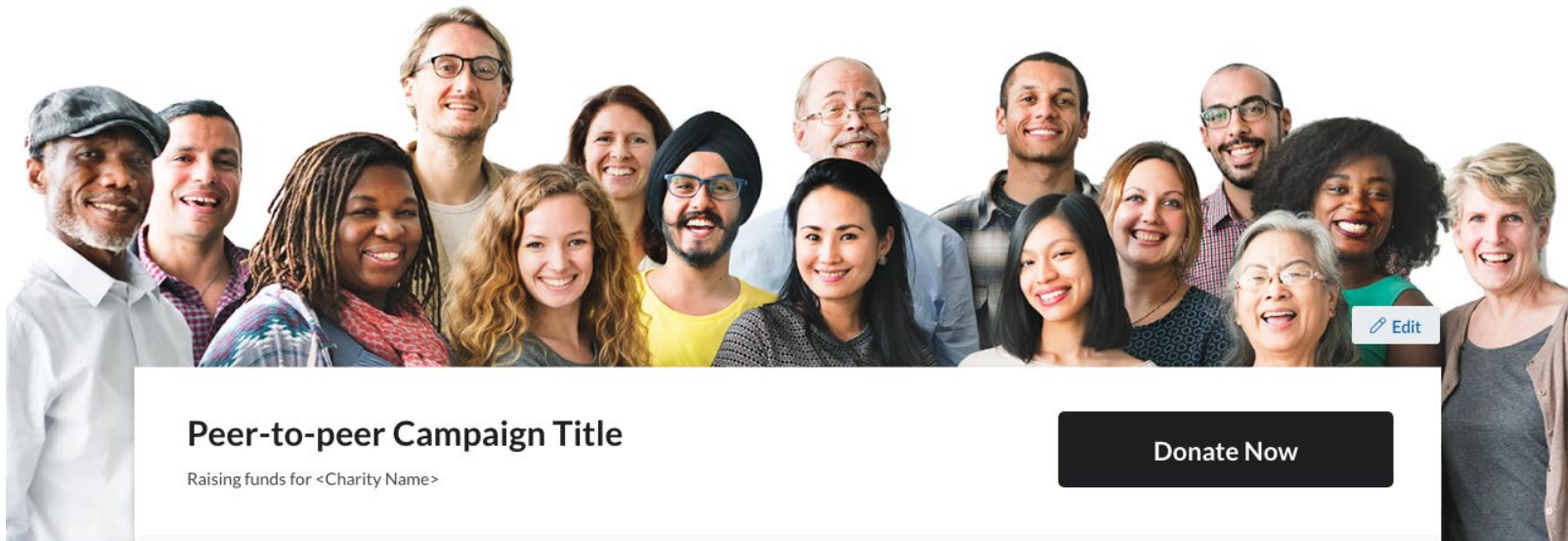
- How promoting campaign and to who?
- Setting up on your website
- First time vs seasoned pro!
- For first timers, paid adverts on social don't work- begin with your nearest and dearest
- Encourage your fundraisers to target a handful of their closest family and friends
- The social share buttons make this super simple!!

Power of Data

- **OPPORTUNITY 1: Treat them like you know who they are**
 - Captain? Fundraiser? Donor?
 - Top Fundraiser?
- **OPPORTUNITY 2: Who are they helping?**
 - Tell Stories
 - Be Specific
- **OPPORTUNITY 3: Repeat Participants**
 - No Acquisition Cost
 - Loyal
 - Best Fundraisers!



What's Coming for P2P?



Peer-to-peer Campaign Title

Raising funds for <Charity Name>

Donate Now

\$2,500 raised of \$10,000 goal

\$0 \$5,000 \$10,000

2 months, 1 week REMAINING

Campaign Ends July 26, 2020

Share This Page



Join a Team

Create a Team

Join as an Individual

Search for teams, individuals...



About Campaign

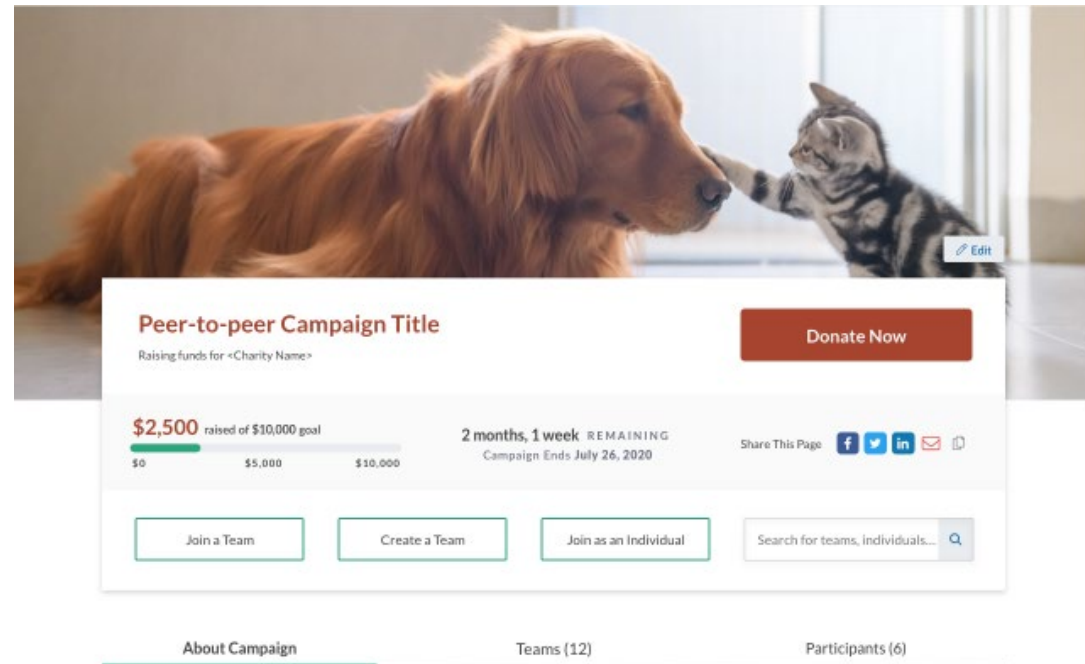
Teams (12)

Participants (6)

Ever wanted to climb Machu Picchu? Kilimanjaro? Or the mighty Mount Everest?

What's Coming for P2P?

- Brand new design refresh!
- Embed the P2P platform on your website!
- Colour picker to match your charities branding!



Ticketed Events Platform on Your Website

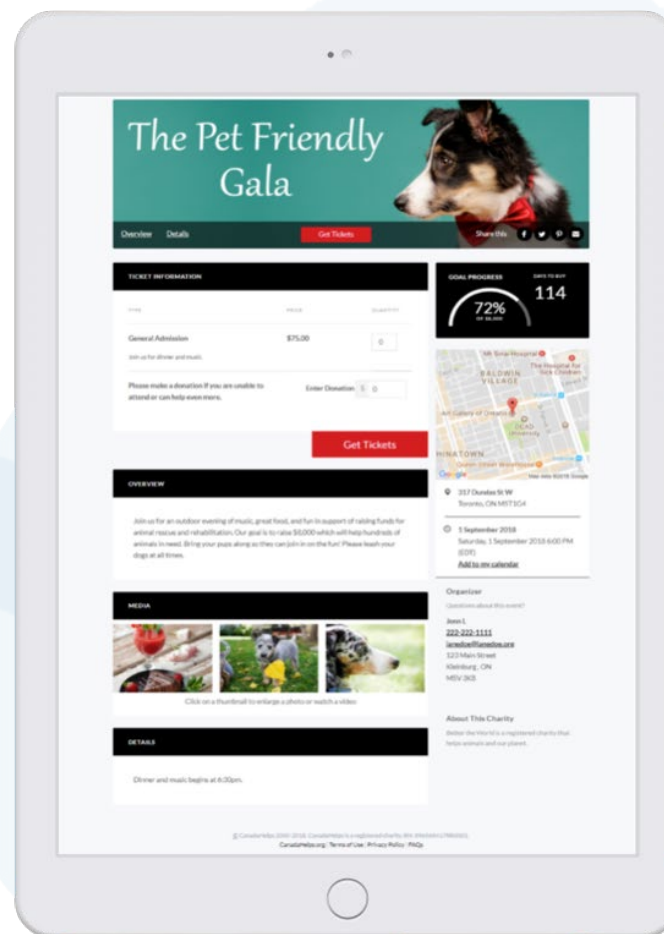


Run Your Event Your Way:

- Run paid or free events
- Sell multiple ticket types
- Control ticket quantities
- Include a donation ask
- Ask Custom Questions
- Embed your event page right on your mobile-friendly website.

Best eCommerce Practices for Maximum Sales:

- Fully mobile optimized
- Streamlined purchase path
- All major payment methods
- Automatic ticketing
- Automatic event reminders






What's New for Events?

- **Promo Codes!**

PROMOTIONAL CODES

You can create custom promo codes for your purchasers to use as a discount on event tickets. You can allow for full (100%) or partial (\$10 off or 25%) discount promotions.

PROMO CODE	DISCOUNT VALUE	REMAINING	ACTIONS
EARLYBIRD	25%	unlimited	<div><div>DEACTIVATE</div><div>EDIT</div><div>DELETE</div></div>

Edit Promo Code

PROMO CODE*

Enter an alphanumeric code of maximum 12 characters

DEMIREMISE

QUANTITY

Maximum number of times the code can be redeemed

☐ Unlimited

20

DISCOUNT VALUE*

Enter value of discount

50

Percentage %

APPLY TO TICKET(S)

Select ticket(s) this promo code applies to

× Table régulière ×

Select All (5)

SET AVAILABILITY (OPTIONAL)

Choose to set start and end dates for the promo code

START DATE AND TIME

07/07/2020



12:00 AM



END DATE AND TIME

21/07/2020



11:59 PM



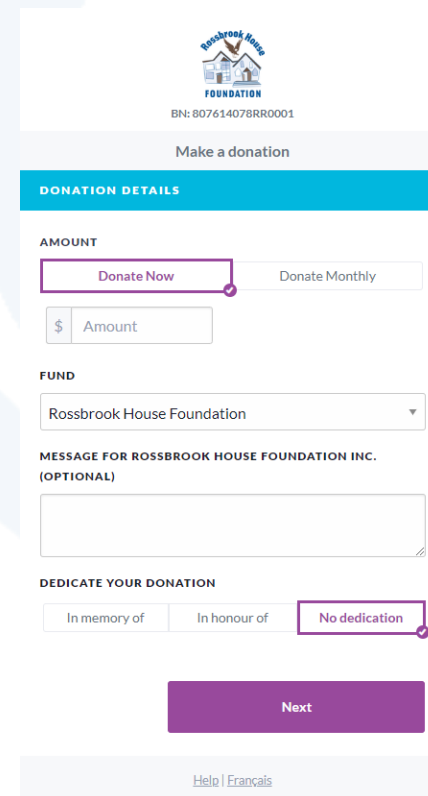
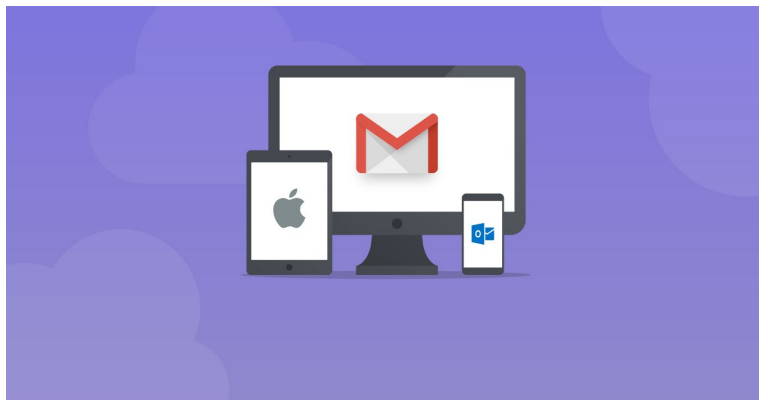
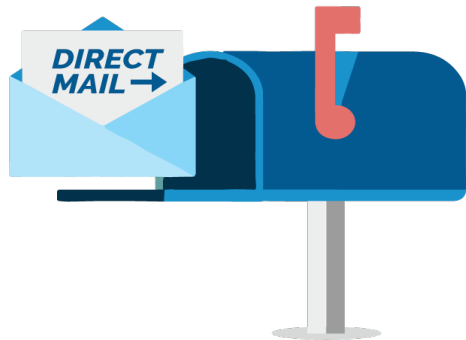
Cancel

Save

Let's Get Creative!

Don't let COVID-19 stop you from being creative!

How can we transform our traditional fundraisers into online campaigns?

A screenshot of the Rossbrook House Foundation donation page. The page features the foundation's logo and name at the top, followed by a 'Make a donation' button. Below this is a 'DONATION DETAILS' section with a 'FUND' dropdown menu set to 'Rossbrook House Foundation'. There is a text area for a 'MESSAGE FOR ROSSBROOK HOUSE FOUNDATION INC. (OPTIONAL)'. The 'DEDICATE YOUR DONATION' section includes radio buttons for 'In memory of', 'In honour of', and 'No dedication' (which is selected). A 'Next' button is at the bottom, and a footer contains links for 'Help' and 'Français'.

Hotel Dieu Shaver Foundation

Hotel Dieu Shaver Health and Rehabilitation Centre is a specialty healthcare facility that excels in providing rehabilitation, complex care services to patients from across the Niagara Region.



Nadine Champis

Operations and Events Manager
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CanadaHelps DMS: Key Features

All of your CanadaHelps data, and your own giving data in one place!



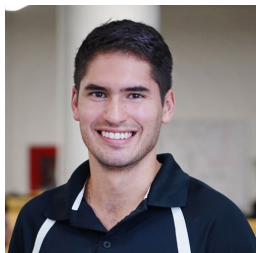
Key features:

- ✓ Pulls in data from all CanadaHelps' products (website, Customizable Donation Forms, P2P, and Events)
- ✓ Record offline and in-kind donations, process payments (one-time, monthly), and issue tax receipts
- ✓ Contact and donation management
- ✓ Opportunity tracking, including grant management and large donor/major gift cultivation
- ✓ Fund attribution (for accounting)
- ✓ Built-in email platform with standard and customizable templates
- ✓ Integration with MailChimp
- ✓ Built-in standard reports (based on fundraising best practices)
- ✓ Task management
- ✓ Client Support: online, email, phone, Help Wizard, and video tutorials

The screenshot displays two overlapping windows from the CanadaHelps DMS. The top window, titled 'New Household', shows a form for adding a new household with fields for 'Household Name' and 'Nickname'. The bottom window, titled 'Contributions', shows a form for submitting a new contribution. It includes fields for 'Contact', 'Fund', 'Total Amount' (with a currency dropdown set to CAD), and a section for recurring contributions with options for frequency (every 1 month), duration (for 12 installments), and start date (09/23/2019). The 'Payment Processor' is set to 'Credit Card', and the 'Credit Card Information' section shows logos for Visa, Mastercard, and American Express.

[Click here](#) to fill out the donor management system information request form!

Questions or Comments? Get in touch!



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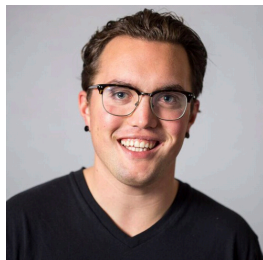
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[Click here](#) to subscribe to our charity emails for the latest news about our fundraising tools and tips!

Thank you!