

MUST-HAVE

ONLINE FUNDRAISING TOOLS AND TACTICS TO MASTER

FOR 2020



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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

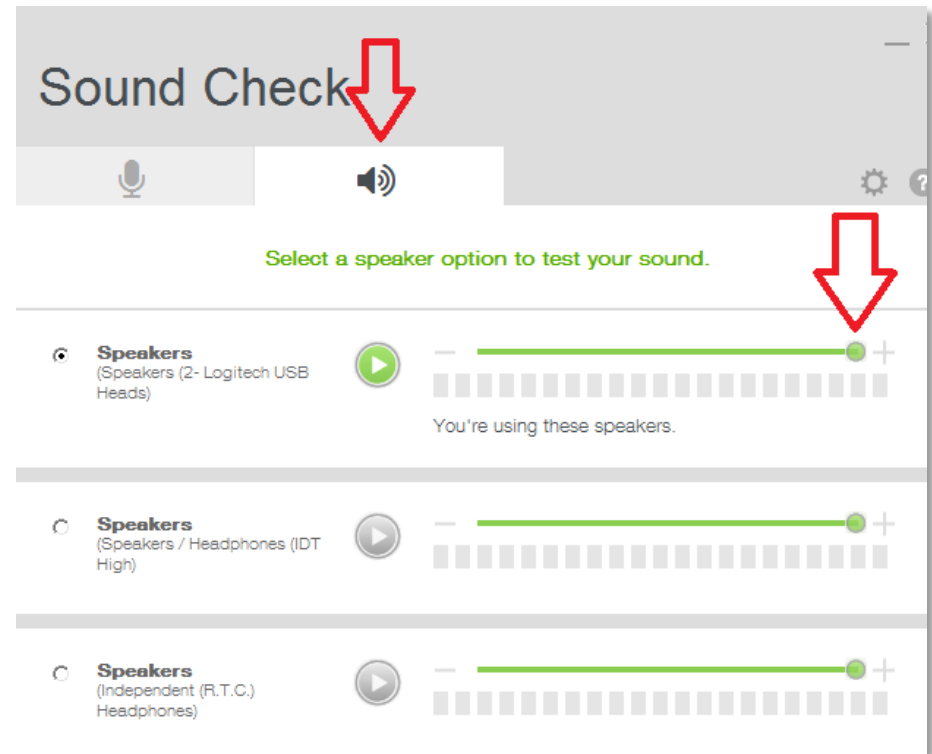
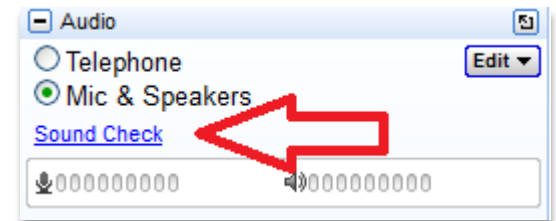
2 MILLION
DONORS

20,700
CHARITY
PARTNERS

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.

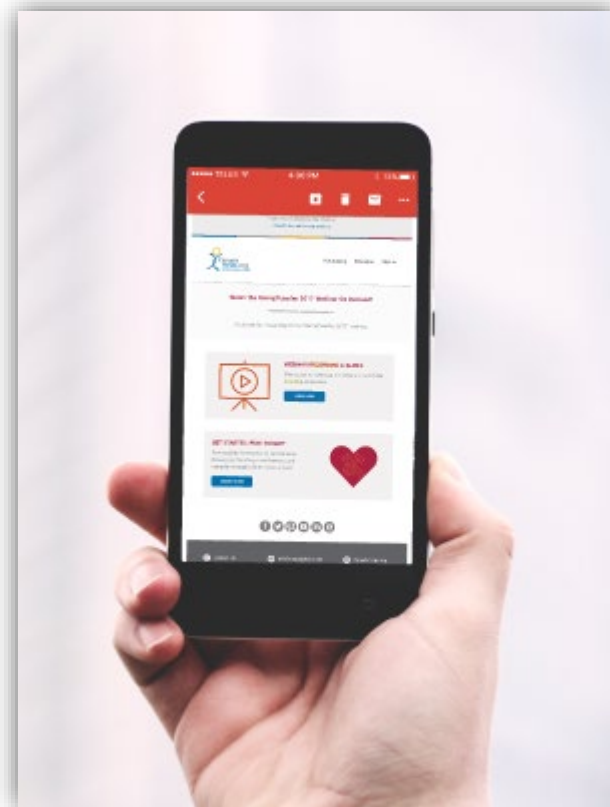


Webinar Reminders

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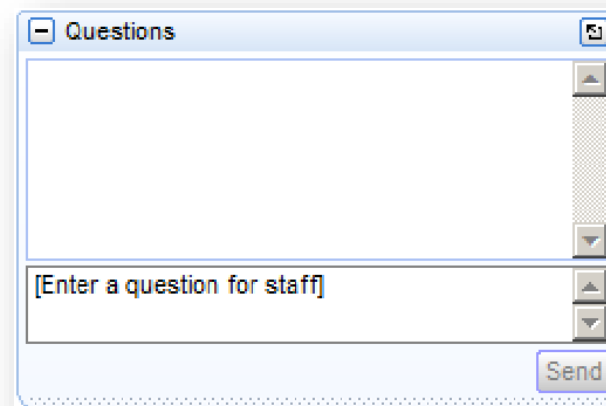


Webinar Reminders

You can hear us, but we can't you.

Have questions?

Type them into the
Questions Log at anytime.



A screenshot of a web application window titled "Questions". The window has a large text input area with a vertical scrollbar on the right. Below the input area is a smaller text input field containing the placeholder text "[Enter a question for staff]". At the bottom right of the window is a "Send" button.

Agenda



- **Introduction & 2019 review**
- **Overview of Ticketed Events:**
 - Live Examples From Our Charity Partners
 - How to Set Up Your Tickets and Split Receipts
 - How to Manage and Check-In Attendees
- **Overview of Peer-to-peer (P2P) Social Fundraising:**
 - Live Examples From Our Charity Partners
 - How to Create Your Peer-to-peer Fundraiser
 - Managing Your Peer-to-peer
- **Questions & Answers**

2019 in Review

2019 Year In Review

In 2019, Canadians donated
\$222,607,485
to charities using CanadaHelps!



That's
21%
more than 2018!

2019 Giving Highlights

565,191 DONORS GAVE TO 24,597 CHARITIES

2019 Fundraising Highlights

\$15,990,043

raised from 2,876 charity events and
peer-to-peer fundraisers like walk-a-thons or bowl-a-thons.

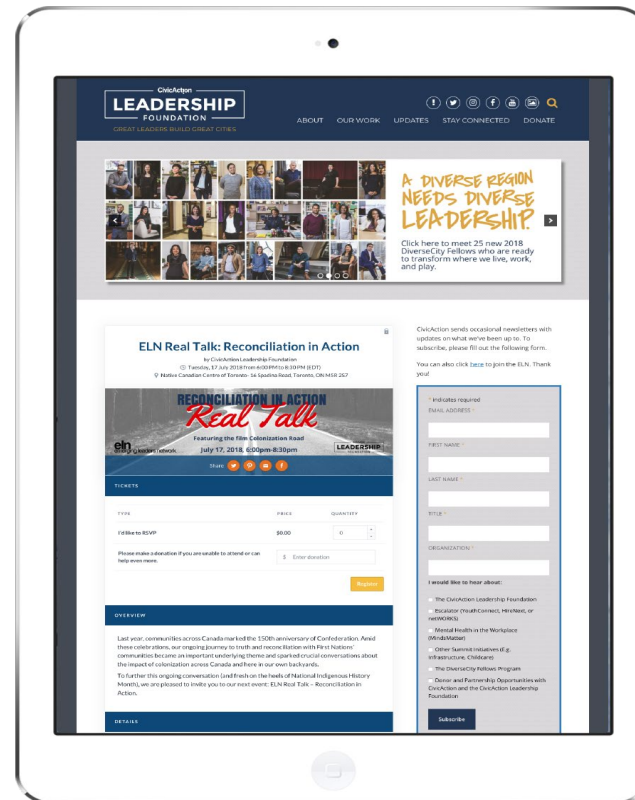
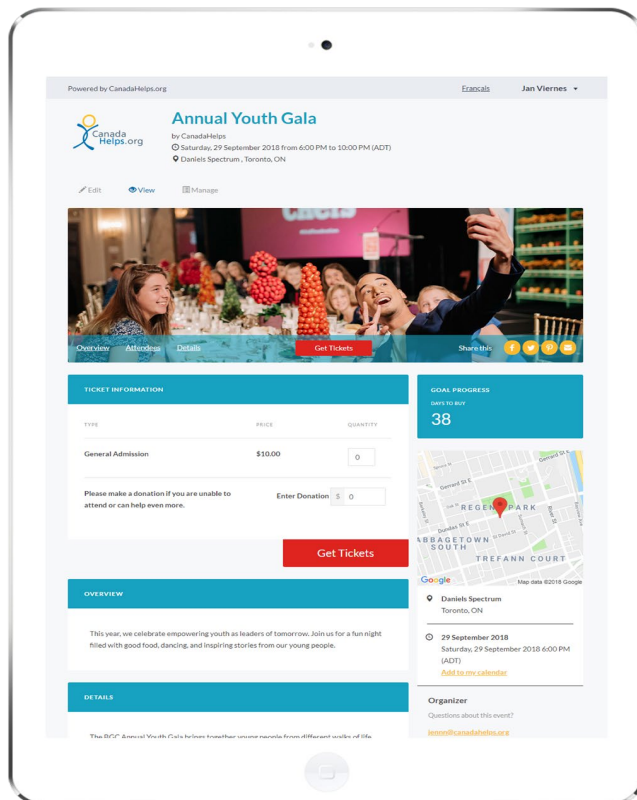


24,965 people participated in a
peer-to-peer event like a walk-a-thon
or bowl-a-thon.



Overview of Ticketed Events

An all-in-one events management platform that makes it easy to create beautiful, branded event pages, sell tickets and manage attendees for events of any size.



Free Event Guide

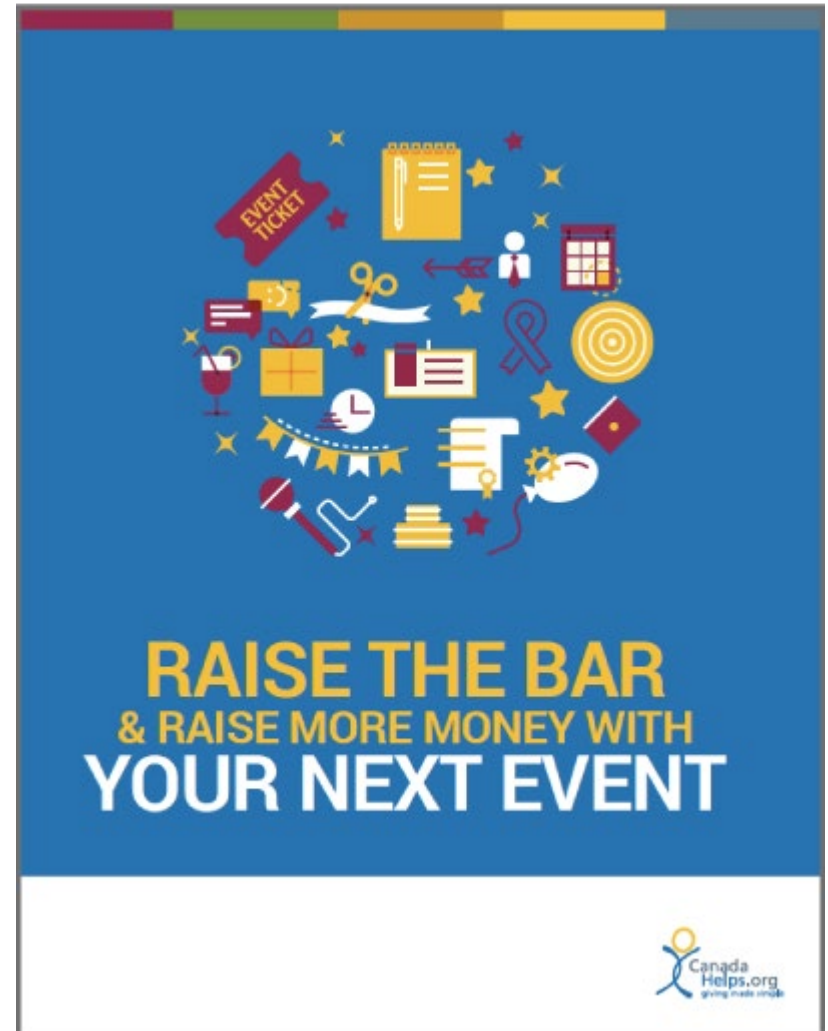
- Choose an event theme that sets your charity apart from the rest.
- Optimize your event page for increased ticket sales and attendance.
- Persuade sponsors to support you with a pitch they can't resist.
- Create a realistic timeline for event to-do's (examples included).
- Nail your event logistics so you can hit the ground running.
- Avoid the common pitfalls and identify the potential challenges.
- Focus your marketing efforts to expand your reach and build loyalty.
- And much more!

Download our FREE Guide:

<https://www.canadahelps.org/en/events-whitepaper/>



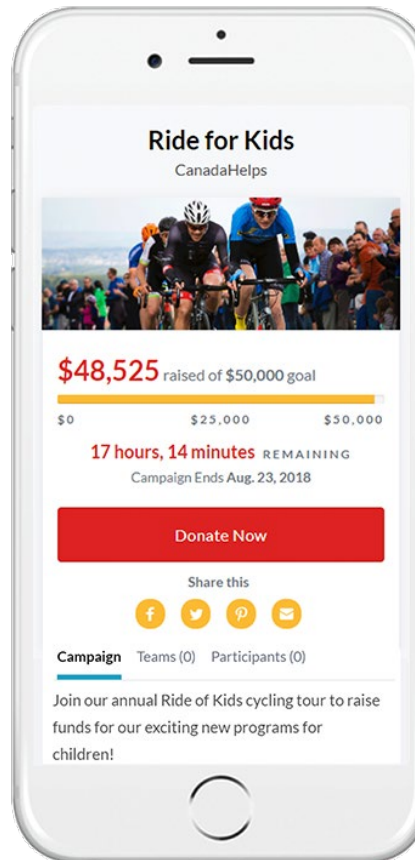
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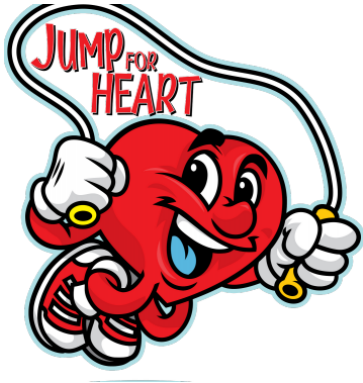
Overview of Peer-to-peer Social Fundraising



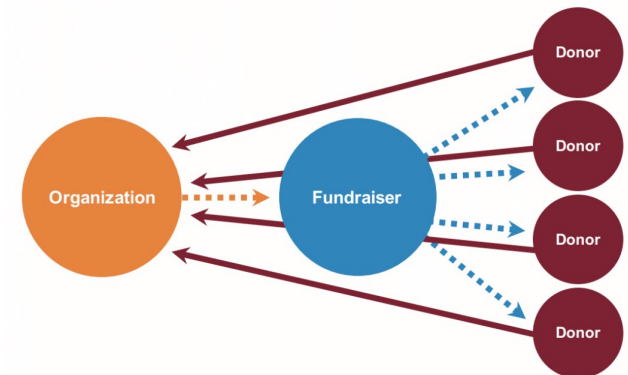
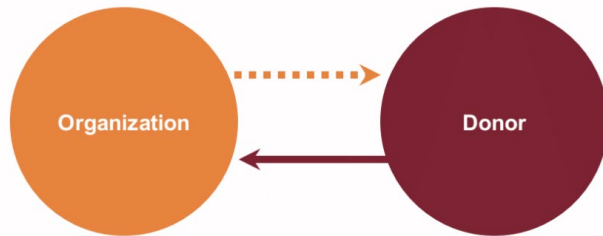
A multi-level tool enabling teams and individuals to leverage the power of their social networks to fundraise on your behalf.



Peer-to-peer Fundraising: Fundamentals



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



Free P2P Guide

- Engaging fundraisers
- Working with a small budget
- Securing sponsors
- Marketing your event
- Achieving your fundraising goal
- Managing event logistics
- And much more!

Download our FREE Guide:

<https://www.canadahelps.org/en/p2p-whitepaper/>

Download



What's Coming Next?

Promo
Codes on
Events

Embedded
Peer-to-peer

So new
and shiny!



Q & A

Questions?

Next Webinar



Stay tuned for the invite in February with details about our upcoming webinar on how to increase donations to your charity on CanadaHelps.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!



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Thank you!