

SPECIAL PRESENTATION

# ONLINE FUNDRAISING FOR A VIRTUAL WORLD



**Jacob O'Connor**  
Director, Charity Engagement  
CanadaHelps



**Angela Kostenko**  
Vice-President, Marketing  
CanadaHelps



# 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.org 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,** 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

# Online Fundraising for a Virtual World: Agenda



- Getting Started With Online Fundraising:
  - Optimizing your website to drive donations
  - Email marketing fundamentals
  - Building your email list
- Next Steps in Online Fundraising
  - How to convince donors to give online
  - Taking Events & P2P virtual
  - Should I be fundraising right now?
- Q & A

# Getting Started with Online Fundraising



- Many of the same rules apply both online and offline
  - Build trust and establish a relationship with supporters
  - Demonstrate the need and how you address it
  - Demonstrate the impact you make
  - Make a direct ask

# Getting Started with Online Fundraising



- What's different online?
  - Opportunity to reach more donors, more quickly, more frequently, often more affordably
  - Technology allows for very creative ways to tell your story
  - Expectations are different online, shorter attention spans, greater competition, high standards



# Start with your website & make it easy to give



## Add a “Donate Now” link on every page

- Always present in your navigation
- Double park it in on critical pages
- Prominent “Ways to Give” page for more giving options



# Start with your website & make it easy to give



## **Optimize your donation form**

- Customize it to your brand
- Provide suggested giving amounts
- Remove other distractions
- Embed your form on your website



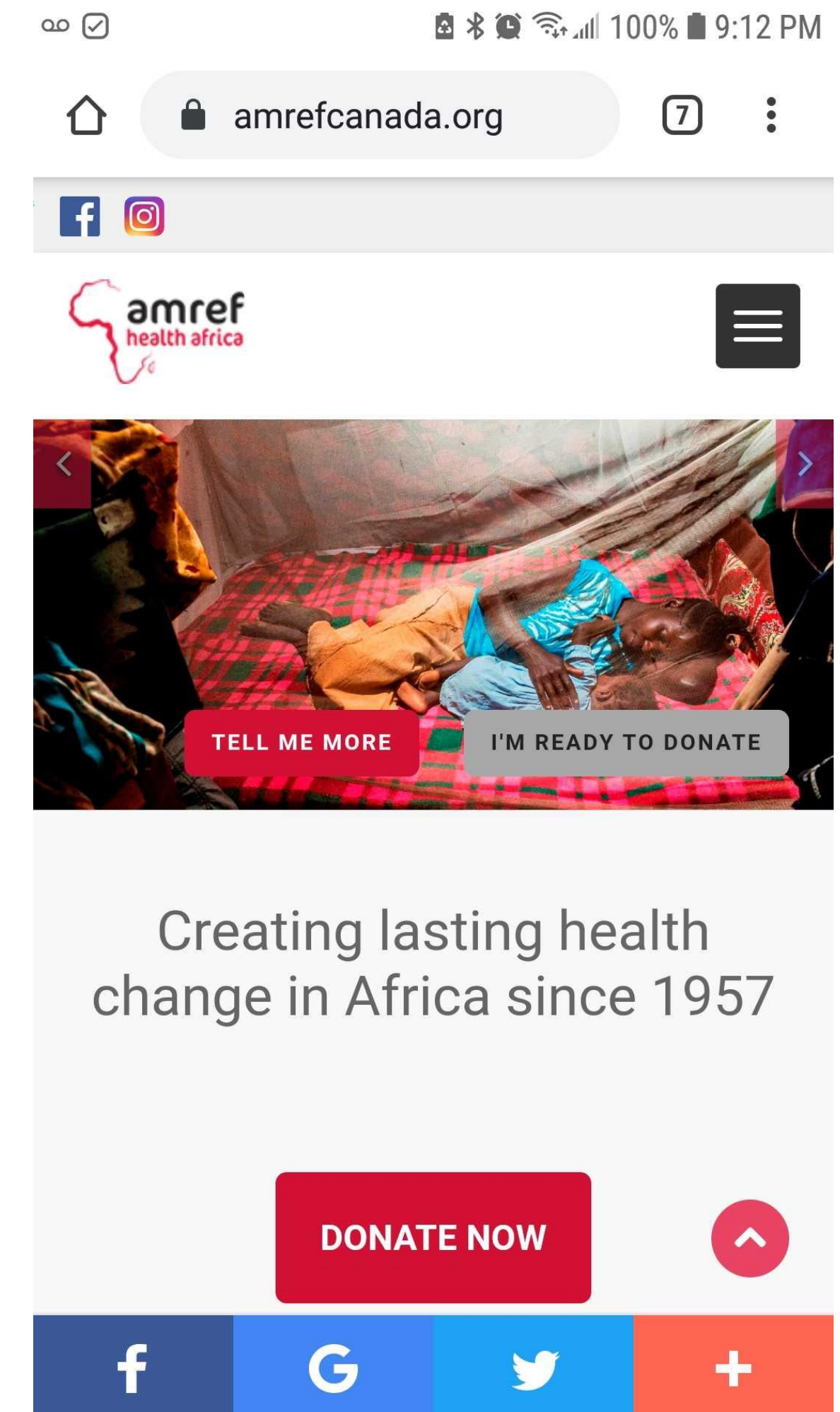
# Start with your website & make it easy to give



## Optimize for mobile devices

- Go beyond mobile-friendly, make sure your site is responsive
- Easy to read and navigate
- Fast to load
- Ensure donating is easy

Resource: [Google's Mobile Friendly Test](#)





# How to drive visits (and donations)



## **If you can only do TWO things:**

- Email Marketing
- Search Engine Optimization

# Email Marketing Fundamentals

## **Put your subscriber first.**

- Welcome your subscribers
- Establish a regular cadence
- Be brief and use simple, compelling language
- Always include a clear call to action
- Make sure it works across email clients (and mobile!)



# Email Marketing Fundamentals



## **Improve your results**

- Pay special attention to subject lines and “from” names
- Create a standard header and footer with key links, including a prominent “Donate”
- Conduct A/B tests to see what works best

# Email Marketing Fundamentals

## Email Marketing Next Steps

- Segment your communications
- Try automated or drip campaigns



# Building Your Email List

**The most critical piece: Ask everywhere & tell them why they should join!**

- Prominently on your website
- Every offline touch point: reply cards, phone calls, newsletter
- Every online touch point: donation form, event registration, social media
- Staff email signatures

# Building Your Email List

## **Creative ways to ask for an opt-in**

- Petitions and pledges
- Offer them something of value
- Partner with a sponsor to offer a reward
- An online quiz, for fun or to learn about your cause



## **Make it easy to find you based on important keywords**

- Beyond just your name, target keywords related to your cause
- Consider question based searches
- Consider geography (i.e. country or city)
- Consider intention based searches (Donate to...)

## Pillars of SEO

- Technical (coding best practices, mobile friendly, site speed)
- Content (keywords and keyphrases)
- Link building (builds your authority)

Resource: [CanadaHelps SEO Webinar](#)



# Getting your donors to switch to online



- Firstly, why?
- The time is Now
- Surprise!

# Getting your donors to switch to online



- Make it easy (Website optimization and best practices)
- Stewardship and crossing channels (Mail, Phone - Tailored!)
  - Custom Domains ([Google Domains](#), [GoDaddy](#), etc.)
- Communicate the benefits

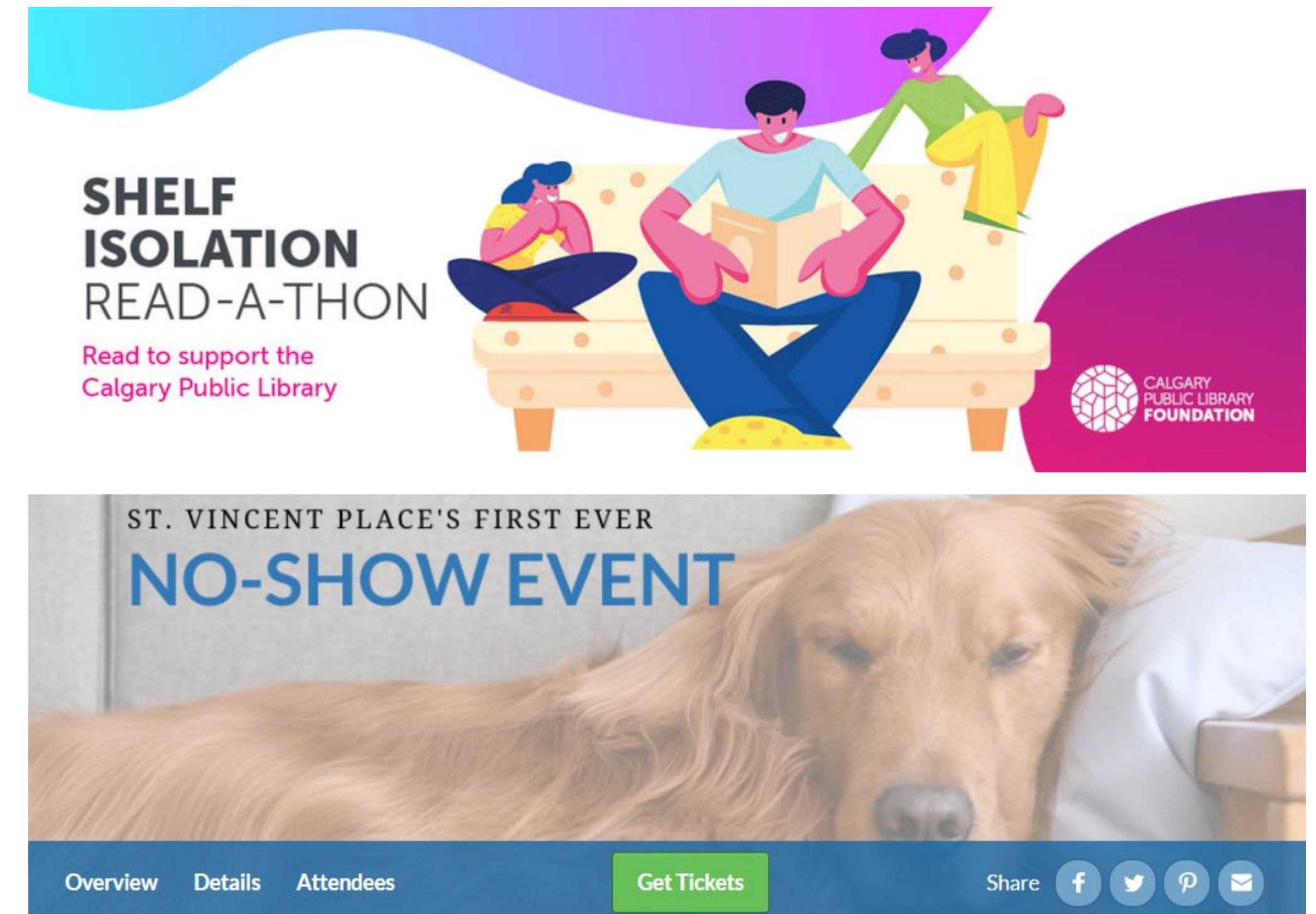
- Don't overthink it!
- Most events can be converted quite simply
  - Virtual Runs, Walks, Bikes, and Hikes
    - Create a hashtag
  - Galas, Dinners, Auctions, Trivia
    - Set up a virtual meeting or stream
    - Deliver food and goodie bags
    - “No Gala Gala”



# Virtual Events

## Opportunities:

- Get creative!
  - At home “Thons” and Challenges
- Reduced overhead
- Scale
- Micro-matches
- Donate in lieu



# Should I be fundraising right now?

- Many asking who actually serve affected populations...

**YES!**

- Those who don't...

Yes, but it's sensitive.

- Regardless...

Keep communicating!

# Should I be fundraising right now?

## Questions to ask yourself:

- What does our relationship and communication with our community look like?
  - How often do we communicate?
  - What do we communicate?
  - What is our tone?
- From there, communicate in a way that is authentic



# Should I be fundraising right now?



## What else can we do?

- Give an update
  - How is the organization doing?
  - How are you adapting? How are you affected?
- Thank!
- Provide value
  - Educational Opportunities
  - Relief
    - Collect Emails!
- And if you're doing this properly...

- [7 Creative Virtual Fundraising Ideas](#)
- [Options for your Scheduled Fundraising Event](#)
- **Email Templates on the way!**
- **Leadership in Uncertain Times Webinar on March 31st, 1pm EDT**



**Canadian Charities Connect**



**Q & A**

# Questions?

# Questions or Comments? Get in touch!



**Charity Engagement Team**  
[charities@canadahelps.org](mailto:charities@canadahelps.org)



@CharityLifeCa

**Tech Help**  
[info@canadahelps.org](mailto:info@canadahelps.org)



[linkedin.com/company/canadahelps](https://linkedin.com/company/canadahelps)

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

# Thank you!