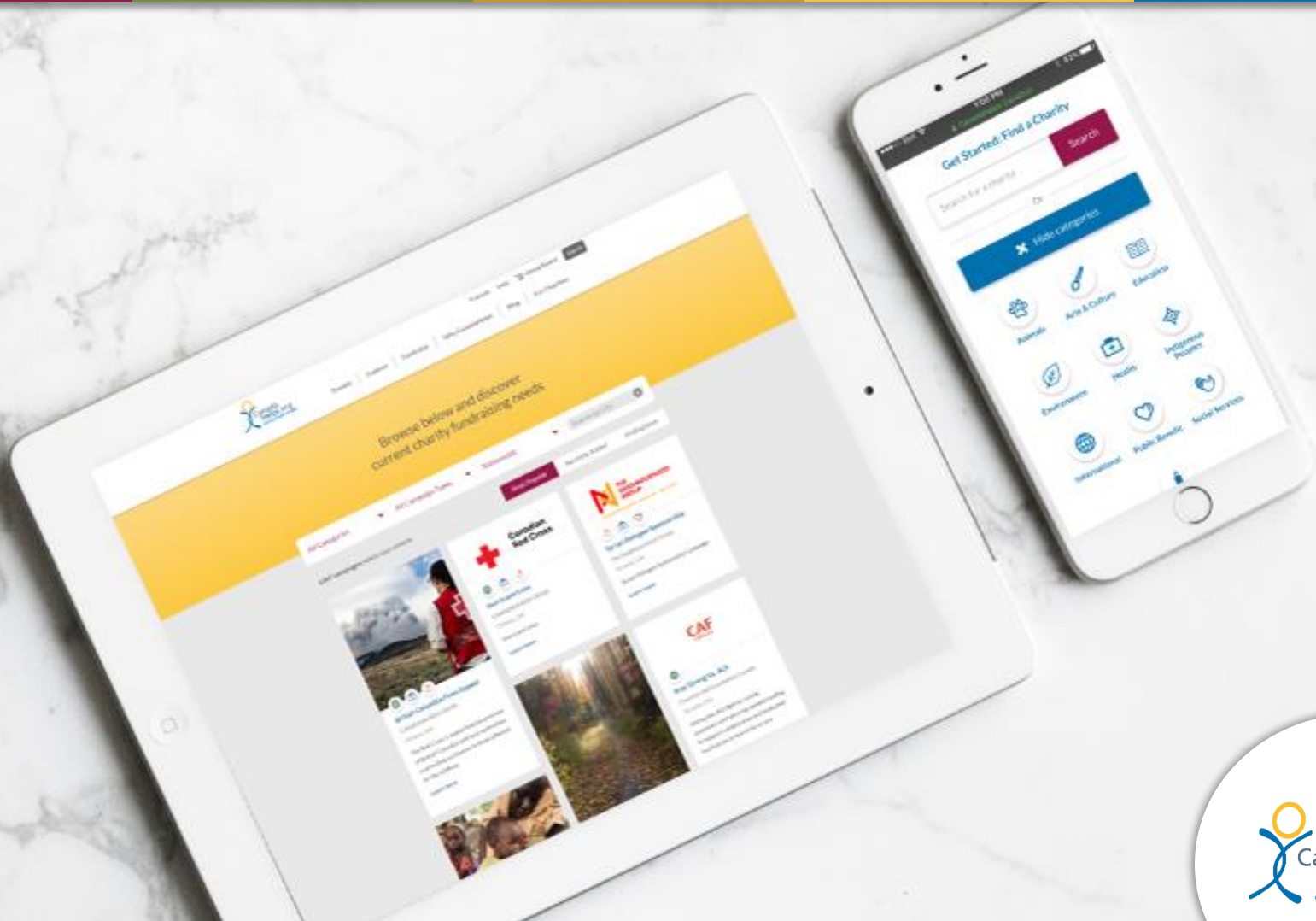


7 FREE Ways to Attract New Donors on CanadaHelps



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 16 years, over 17,000 charities rely on our non-commercial online fundraising platform and more than 1 million Canadians have given using CanadaHelps. We have a spotless record for safe and secure payment processing & instant tax receipting, and operate on less than 1.8% of donation revenue.

Coming Soon: Multi-Step Forms

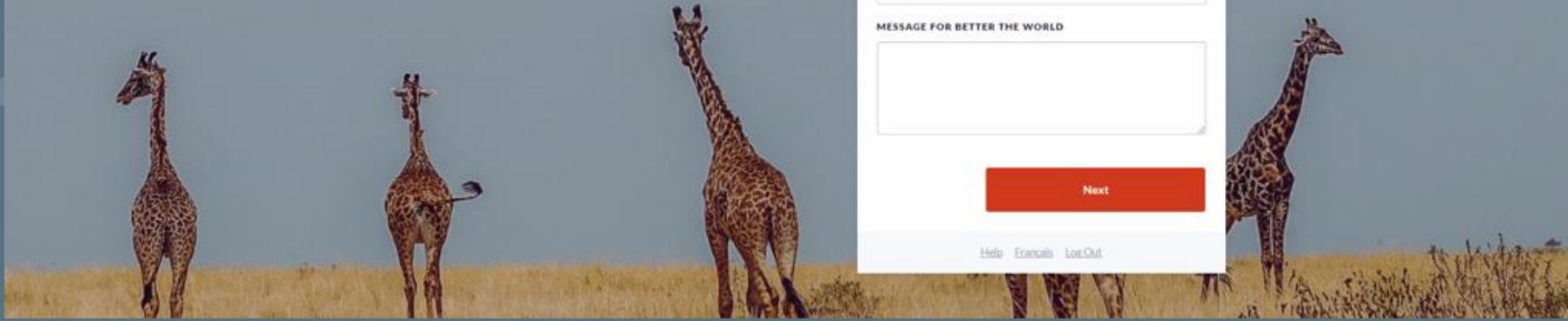


Help Make the World a Better Place!

Better The World is a registered Canadian charity that works to advocate for all people around the world. Using our project based approach, Better The World selects a handful of issues per year to focus our efforts. As part of our charitable efforts, our ongoing work encourages and challenges all global citizens to take part and help us better the world by making a difference of their own.

We work to encourage, empower, and help global change makers make a difference in both their local and global community. Past projects have included building homes for families in South America, feeding the hungry on the streets of Vancouver, Toronto, and Montreal, and sending students to school in varying parts of the world.

The screenshot shows a donation form for 'BETTER THE WORLD' with the BIC: 673997363RR0050. The form is titled 'Make a donation' and includes a 'DONATION DETAILS' section. Under 'AMOUNT', there are two buttons: 'Donate Now' (highlighted with a red box) and 'Donate Monthly'. Below these are four buttons for amounts: '\$10', '\$25' (highlighted with a red box), '\$50', and '\$100'. A text input field shows '\$ 25'. The 'FUND' section has a dropdown menu set to 'General'. The 'MESSAGE FOR BETTER THE WORLD' section has a large empty text area. At the bottom is a red 'Next' button. Footer links for 'Help', 'Emails', and 'Log Out' are visible.



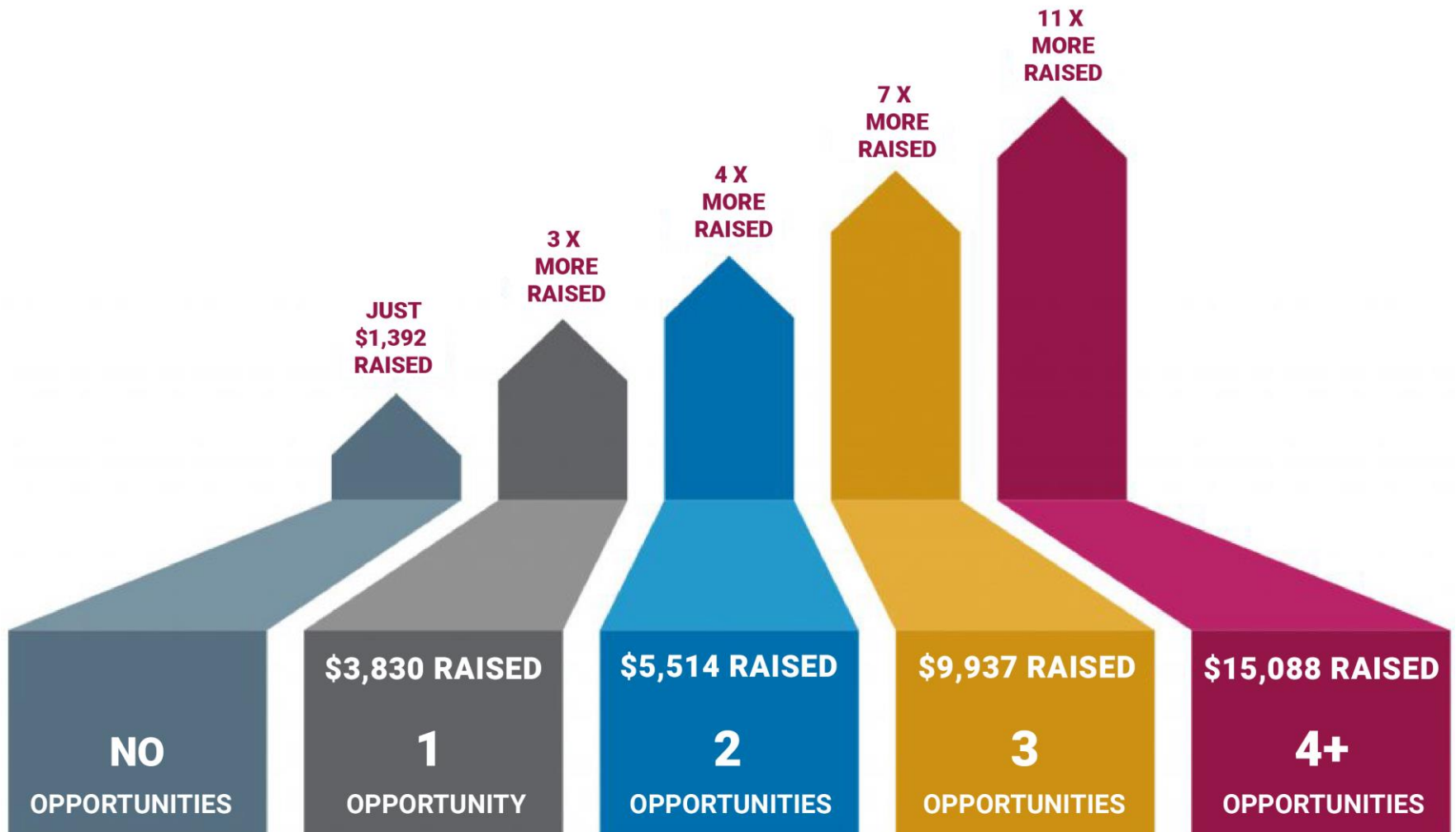
Agenda

1. Charitable Gift Guide & Campaign Pages
2. Create a Compelling Profile Page
3. Suggested Donation Amounts and Smart Sums
4. Showcase Your Charity's Logo
5. Show Your Charity's Impact
6. Get Discovered in Search
7. Giving Life Blog



Jacob O'Connor
Charity Success Manager at CanadaHelps
jacobo@canadahelps.org


Take Advantage!




Charitable Gift Guide & Campaign Pages

Why Charitable Gifts?

- Birthdays, Anniversaries, Special Events, **Holidays**
- Demonstrates Tangible Impact of Donation

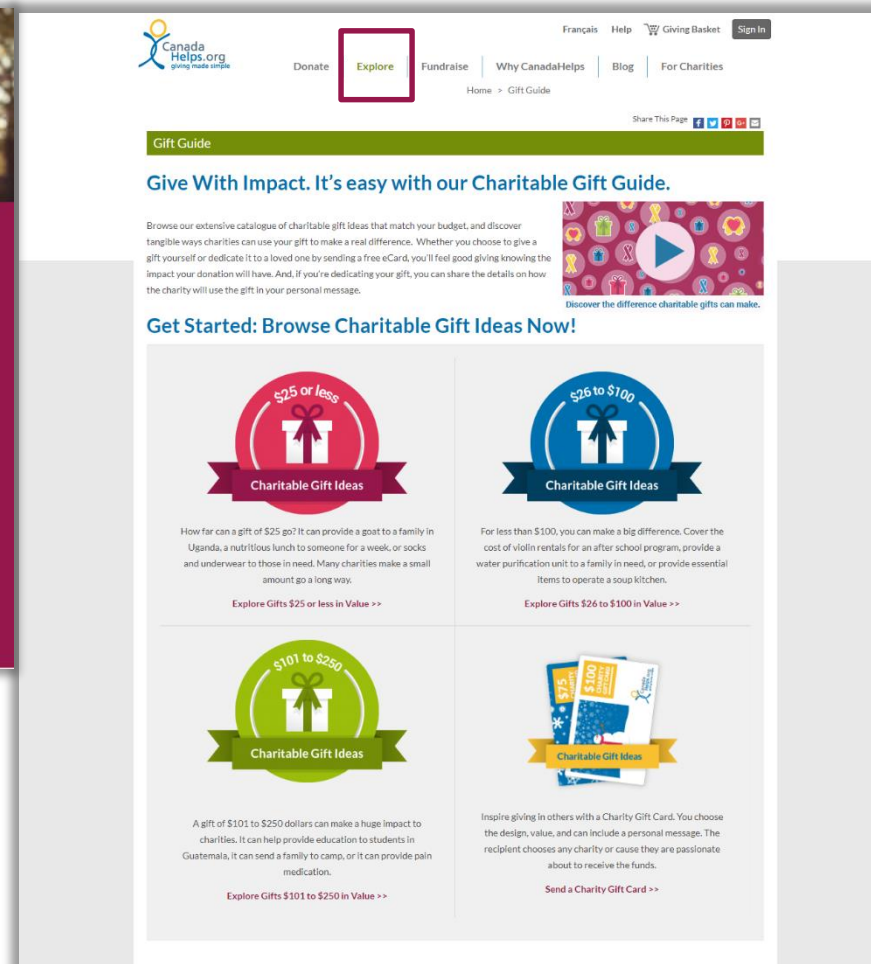


59%
of Canadians prefer to receive a charitable gift over a traditional gift



Give a gift with impact

Find a charitable gift



The screenshot shows the 'Charitable Gift Guide' page on Canada Helps.org. The page features a navigation bar with 'Explore' highlighted, and a main heading 'Give With Impact. It's easy with our Charitable Gift Guide.' Below this, there is a section titled 'Get Started: Browse Charitable Gift Ideas Now!' which contains four categories of gift ideas:

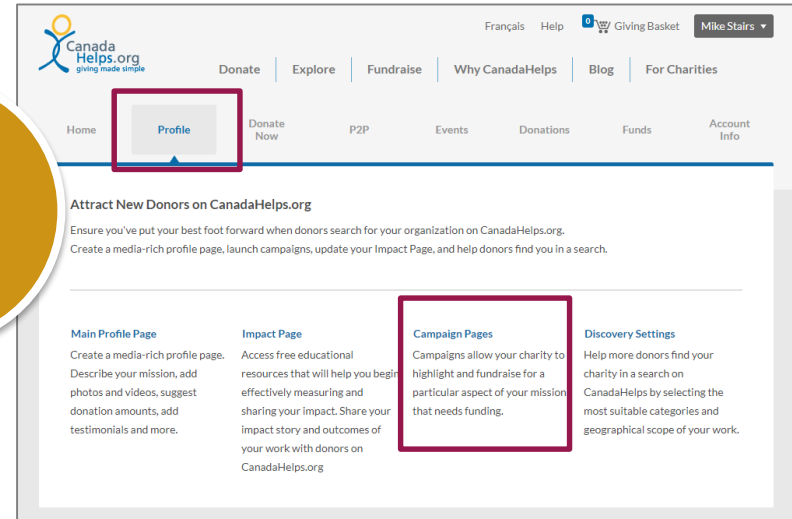
- \$25 or less:** Charitable Gift Ideas. Description: How far can a gift of \$25 go? It can provide a goat to a family in Uganda, a nutritious lunch to someone for a week, or socks and underwear to those in need. Many charities make a small amount go a long way. [Explore Gifts \\$25 or less in Value >>](#)
- \$26 to \$100:** Charitable Gift Ideas. Description: For less than \$100, you can make a big difference. Cover the cost of violin rentals for an after school program, provide a water purification unit to a family in need, or provide essential items to operate a soup kitchen. [Explore Gifts \\$26 to \\$100 in Value >>](#)
- \$101 to \$250:** Charitable Gift Ideas. Description: A gift of \$101 to \$250 dollars can make a huge impact to charities. It can help provide education to students in Guatemala, it can send a family to camp, or it can provide pain medication. [Explore Gifts \\$101 to \\$250 in Value >>](#)
- \$100 or more:** Charitable Gift Ideas. Description: Inspire giving in others with a Charity Gift Card. You choose the design, value, and can include a personal message. The recipient chooses any charity or cause they are passionate about to receive the funds. [Send a Charity Gift Card >>](#)

Charitable Gift Guide & Campaign Pages

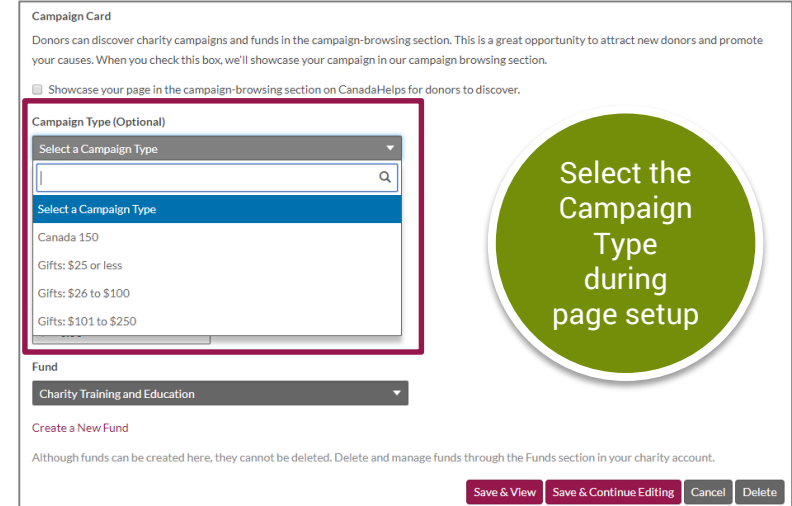
Go to the Campaign Pages area

Creating Your Charitable Gift Idea

- Your Charity Account
- Campaign Pages – “Campaign” Type
- Create An Idea for Each Range



The screenshot shows the user dashboard for a charity account on CanadaHelps.org. The user is logged in as Mike Stairs. The navigation menu includes Home, Profile (highlighted with a red box), Donate Now, P2P, Events, Donations, Funds, and Account Info. Below the navigation, there is a section titled "Attract New Donors on CanadaHelps.org" with a sub-header "Ensure you've put your best foot forward when donors search for your organization on CanadaHelps.org. Create a media-rich profile page, launch campaigns, update your Impact Page, and help donors find you in a search." There are four main sections: "Main Profile Page" (Create a media-rich profile page...), "Impact Page" (Access free educational resources...), "Campaign Pages" (Campaigns allow your charity to highlight and fundraise for a particular aspect of your mission that needs funding. - highlighted with a red box), and "Discovery Settings" (Help more donors find your charity in a search on CanadaHelps.org by selecting the most suitable categories and geographical scope of your work).



The screenshot shows the "Campaign Card" setup form. It includes a checkbox "Showcase your page in the campaign-browsing section on CanadaHelps for donors to discover." which is checked. Below this is a "Campaign Type (Optional)" dropdown menu (highlighted with a red box) with a search icon. The dropdown list shows "Canada 150", "Gifts: \$25 or less", "Gifts: \$26 to \$100", and "Gifts: \$101 to \$250". Below the dropdown is a "Fund" dropdown menu with "Charity Training and Education" selected. At the bottom, there are buttons for "Save & View", "Save & Continue Editing", "Cancel", and "Delete".

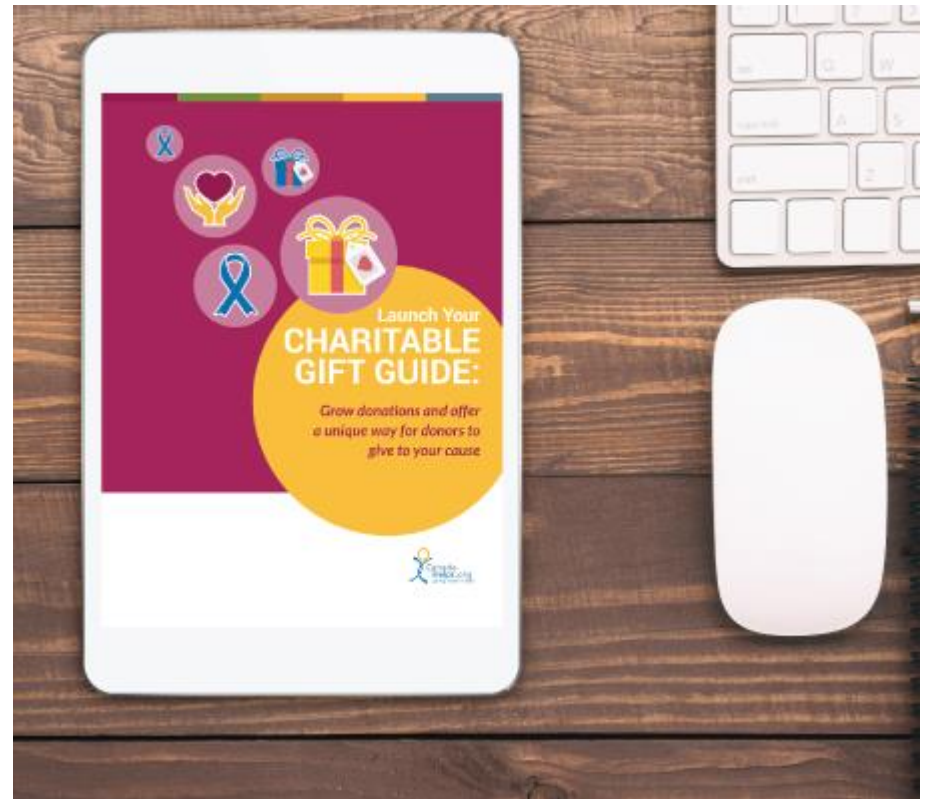
Select the Campaign Type during page setup

Charitable Gift Guide & Campaign Pages

Launch a Charitable Holiday Gift Guide!

Download our FREE guide:

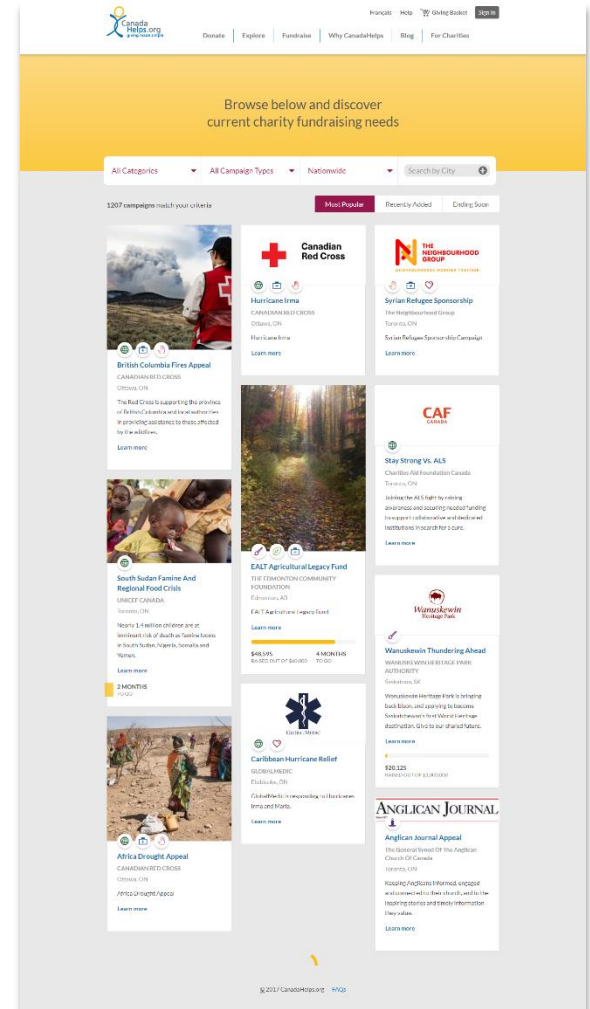
bit.ly/canadahelps-gift-guide



Charitable Gift Guide & Campaign Pages

Campaign Pages

- Tell Your Story With Words and Media
- Amplify Your Campaigns and Projects
- Engage New Donors



Create a Compelling Pro.. Oh... That's Embarrassing



Français Help Giving Basket **Jacob O'Connor** ▾

[Donate](#) | [Explore](#) | [Fundraise](#) | [Why CanadaHelps](#) | [Blog](#) | [For Charities](#)



Registered Name: **You Weren't Supposed to Check My Profile!**
Business Number: **991RR0001**

★ [Add to my Favourite Charities](#)

[Donate Now](#)

Share this page



[About](#) [Our Impact](#)

Find Out More About This Charity

[Go Back To The Gift Guide, ON
PLZ 911](#)

Donate To This Charity Now

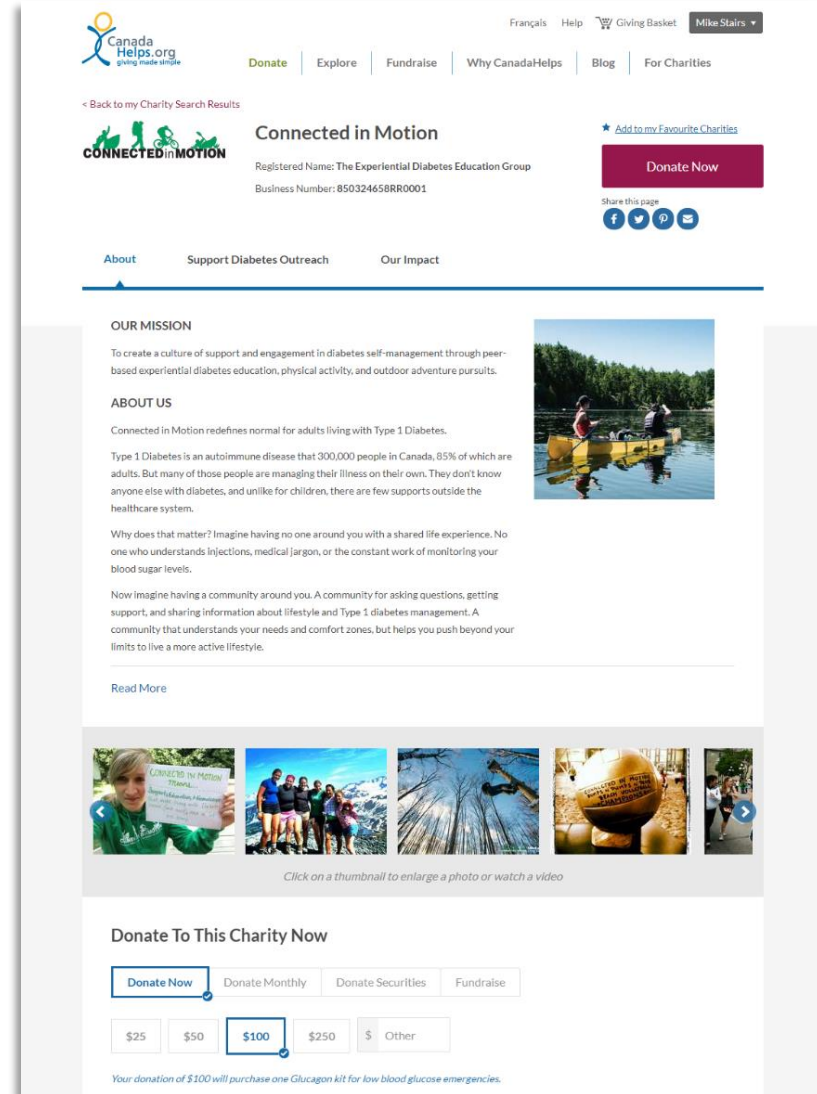
[Donate Now](#) [Donate Monthly](#) [Donate Securities](#) [Fundraise](#)

[\\$25](#) [\\$80](#) [\\$200](#) [\\$400](#) [\\$ Other](#)

Create a Compelling Profile Page

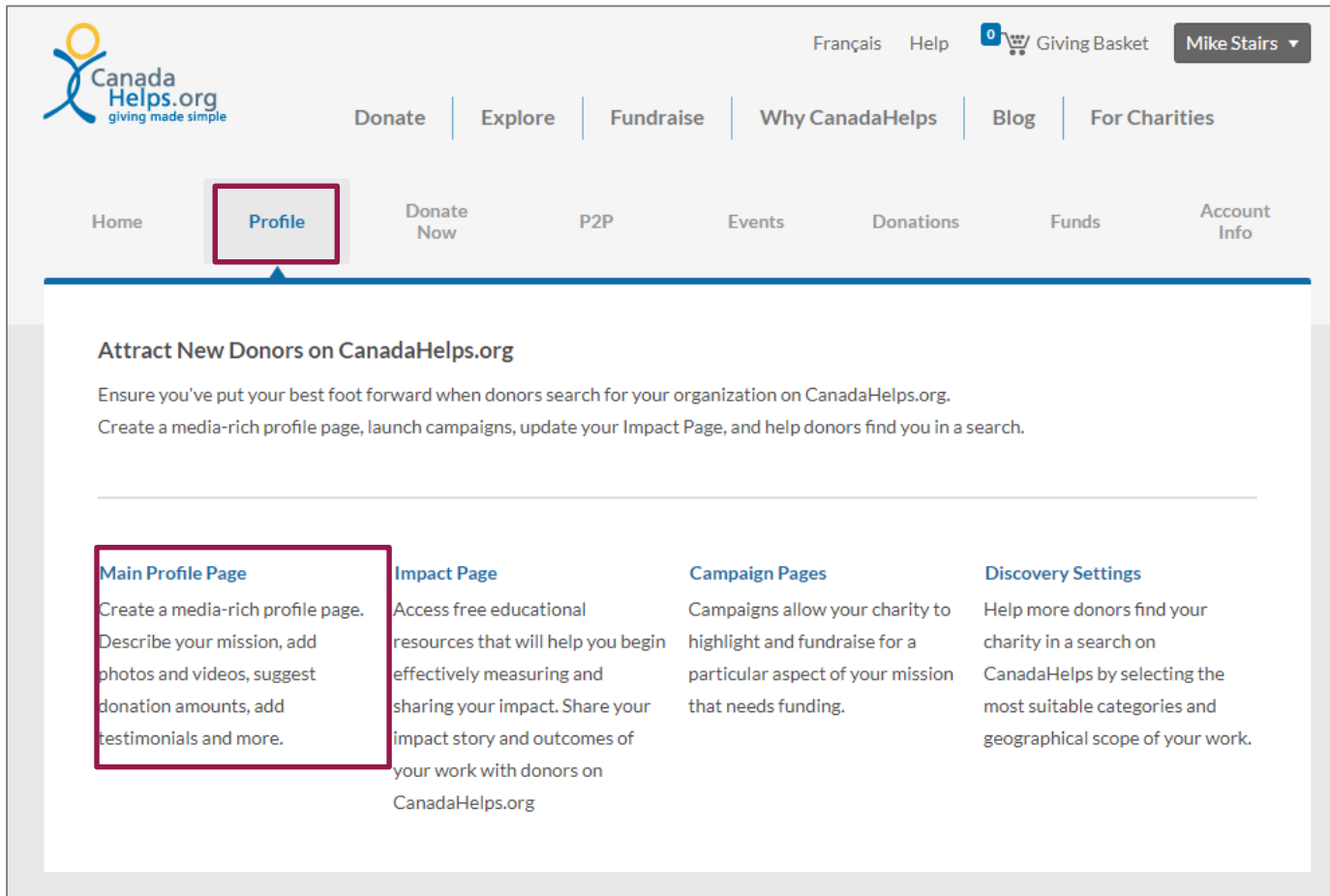
Your Profile Page

- Images and Video
- Quotes and Testimonials
- What if I want to know more?



The screenshot shows the profile page for 'Connected in Motion' on the Canada Helps.org website. The page includes a navigation bar with links for 'Donate', 'Explore', 'Fundraise', 'Why CanadaHelps', 'Blog', and 'For Charities'. The main content area features the charity's logo, name, and registration details. A 'Donate Now' button is prominently displayed. Below this, there are social media sharing options and a navigation menu with 'About', 'Support Diabetes Outreach', and 'Our Impact'. The 'OUR MISSION' section describes the charity's goal of creating a culture of support and engagement in diabetes self-management. The 'ABOUT US' section provides more details about the charity's focus on Type 1 Diabetes and the challenges faced by those living with the condition. A 'Read More' link is provided for further information. At the bottom, there is a 'Donate To This Charity Now' section with a 'Donate Now' button and a dropdown menu for donation amounts, with '\$100' selected. A note below the donation options states: 'Your donation of \$100 will purchase one Glucagon kit for low blood glucose emergencies.'

Create a Compelling Profile Page



The screenshot shows the CanadaHelps.org website interface. At the top left is the logo with the tagline "giving made simple". To the right are links for "Français", "Help", "Giving Basket" (with a shopping cart icon and "0" items), and a user profile "Mike Stairs" with a dropdown arrow. Below this is a horizontal navigation bar with links: "Donate", "Explore", "Fundraise", "Why CanadaHelps", "Blog", and "For Charities". A secondary navigation bar below that includes "Home", "Profile" (highlighted with a red box), "Donate Now", "P2P", "Events", "Donations", "Funds", and "Account Info".

The main content area is titled "Attract New Donors on CanadaHelps.org" and contains the following text:

Ensure you've put your best foot forward when donors search for your organization on CanadaHelps.org. Create a media-rich profile page, launch campaigns, update your Impact Page, and help donors find you in a search.

Below this text are four columns of information, each with a title and a brief description:

- Main Profile Page** (highlighted with a red box): Create a media-rich profile page. Describe your mission, add photos and videos, suggest donation amounts, add testimonials and more.
- Impact Page**: Access free educational resources that will help you begin effectively measuring and sharing your impact. Share your impact story and outcomes of your work with donors on CanadaHelps.org
- Campaign Pages**: Campaigns allow your charity to highlight and fundraise for a particular aspect of your mission that needs funding.
- Discovery Settings**: Help more donors find your charity in a search on CanadaHelps by selecting the most suitable categories and geographical scope of your work.

Suggested Donation Amounts and Smart Sums

- What should we suggest?
- Averages
- Who are you targeting?
- Smart Sums

Donate To This Charity Now

Your donation of \$100 will purchase one Glucagon kit for low blood glucose emergencies.

APPLY YOUR DONATION TO A SPECIFIC FUND SET UP BY THIS CHARITY

Area of Greatest Need

INCLUDE A MESSAGE FOR THIS CHARITY

1200 characters remaining

DEDICATE THIS DONATION

Give [in honour](#) or [in memory](#) of someone special

Show Your Charity's Impact

Impact Pages

- 73% of Donors Would Give More
- What is your impact?
- Quantitative and Qualitative
- Annual Report

Go to the Impact Page area

CanadaHelps.org giving made simple

Home **Profile** Donate Now P2P Events Donations Funds Account Info

Attract New Donors on CanadaHelps.org

Ensure you've put your best foot forward when donors search for your organization on CanadaHelps.org. Create a media-rich profile page, launch campaigns, update your Impact Page, and help donors find you in a search.

<p>Main Profile Page</p> <p>Create a media-rich profile page. Describe your mission, add photos and videos, suggest donation amounts, add testimonials and more.</p>	<p>Impact Page</p> <p>Access free educational resources that will help you begin effectively measuring and sharing your impact. Share your impact story and outcomes of your work with donors on CanadaHelps.org</p>	<p>Campaign Pages</p> <p>Campaigns allow your charity to highlight and fundraise for a particular aspect of your mission that needs funding.</p>	<p>Discovery Settings</p> <p>Help more donors find your charity in a search on CanadaHelps by selecting the most suitable categories and geographical scope of your work.</p>
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CanadaHelps.org

CALGARY ZOO

What we're working to address

OUR STRATEGIES: 400

EMERGING CHALLENGES: 1200

LONG-TERM RESOURCES OUTCOMES: 21,000

100,000

SUPPORTING INFORMATION

TOTAL REVENUE & EXPENSES	2017	2016	2015
Revenue	~100,000	~100,000	~100,000
Expenses	~100,000	~100,000	~100,000

127 Testimonials

295 Photos

\$200,021.38 (TOTAL REVENUE & EXPENSES)

\$107,104 (TOTAL REVENUE & EXPENSES)

TESTIMONIALS

"I'm grateful to be able to help with this donation in any way I can. The Calgary Zoo is one of the most important institutions in the province in its capacity as educative, conservationist, and leader of any and all employment matters anywhere in the world today. Thank you and best of luck in 2016."

OUR PROGRAMS

COMMUNITY EVENTS

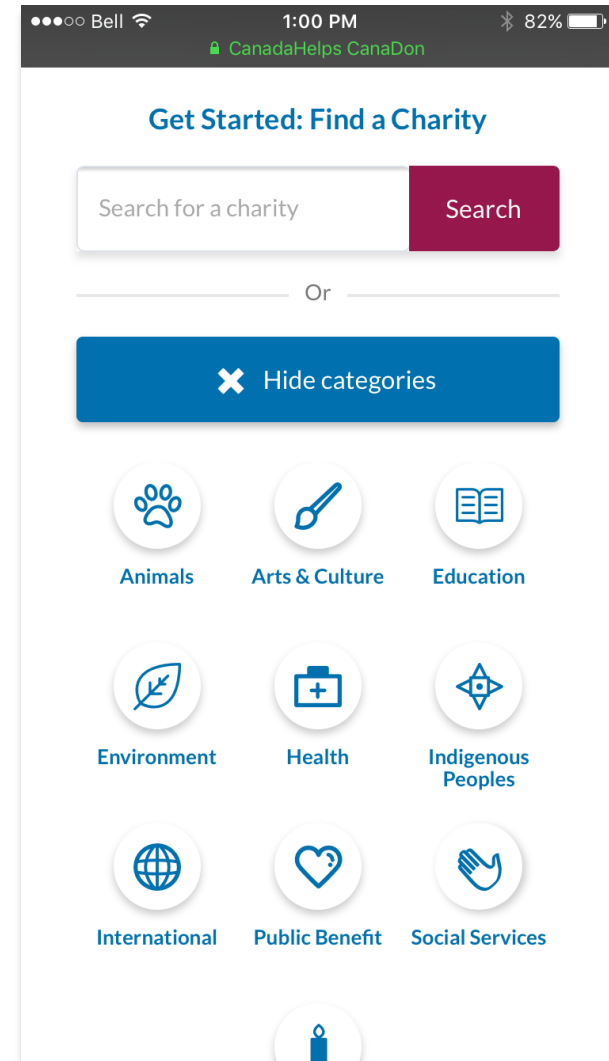
CONTRIBUTE TO OUR MISSION

CONTACT US

Get Discovered in Search

How am I Found?

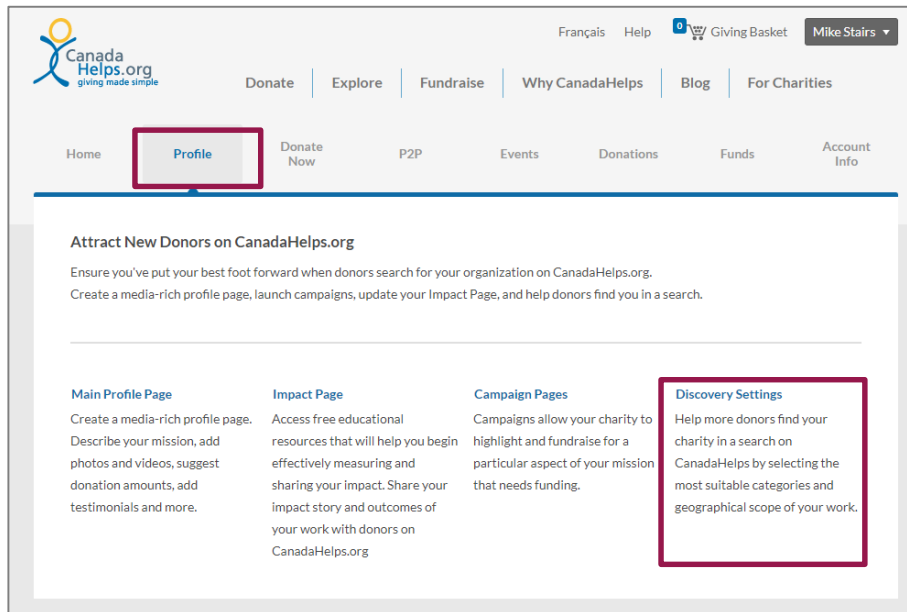
- Legal Name Vs. Popular Name
- What Is Your Cause?
- Who and Where do You Serve?



Get Discovered in Search

More “Search” Functions

- Succinctly, What Is Your Mission?
- Emotive Image vs. Charity Logo



The screenshot shows the CanadaHelps.org website interface. At the top left is the logo. Navigation links include 'Donate', 'Explore', 'Fundraise', 'Why CanadaHelps', 'Blog', and 'For Charities'. A secondary navigation bar includes 'Home', 'Profile' (highlighted with a red box), 'Donate Now', 'P2P', 'Events', 'Donations', 'Funds', and 'Account Info'. Below this, a section titled 'Attract New Donors on CanadaHelps.org' provides instructions. A table of options is shown below:

Main Profile Page	Impact Page	Campaign Pages	Discovery Settings
Create a media-rich profile page. Describe your mission, add photos and videos, suggest donation amounts, add testimonials and more.	Access free educational resources that will help you begin effectively measuring and sharing your impact. Share your impact story and outcomes of your work with donors on CanadaHelps.org	Campaigns allow your charity to highlight and fundraise for a particular aspect of your mission that needs funding.	Help more donors find your charity in a search on CanadaHelps by selecting the most suitable categories and geographical scope of your work.

Emotive Image



Categories



THE CANADIAN FOUNDATION
FOR ANIMAL-ASSISTED
SUPPORT SERVICES /
L'ALLIANCE CANADIENNE
POUR

Ottawa, ON

Supporting The Human-Animal Bond
experience to build healthier and safer
communities for both people and
animals.

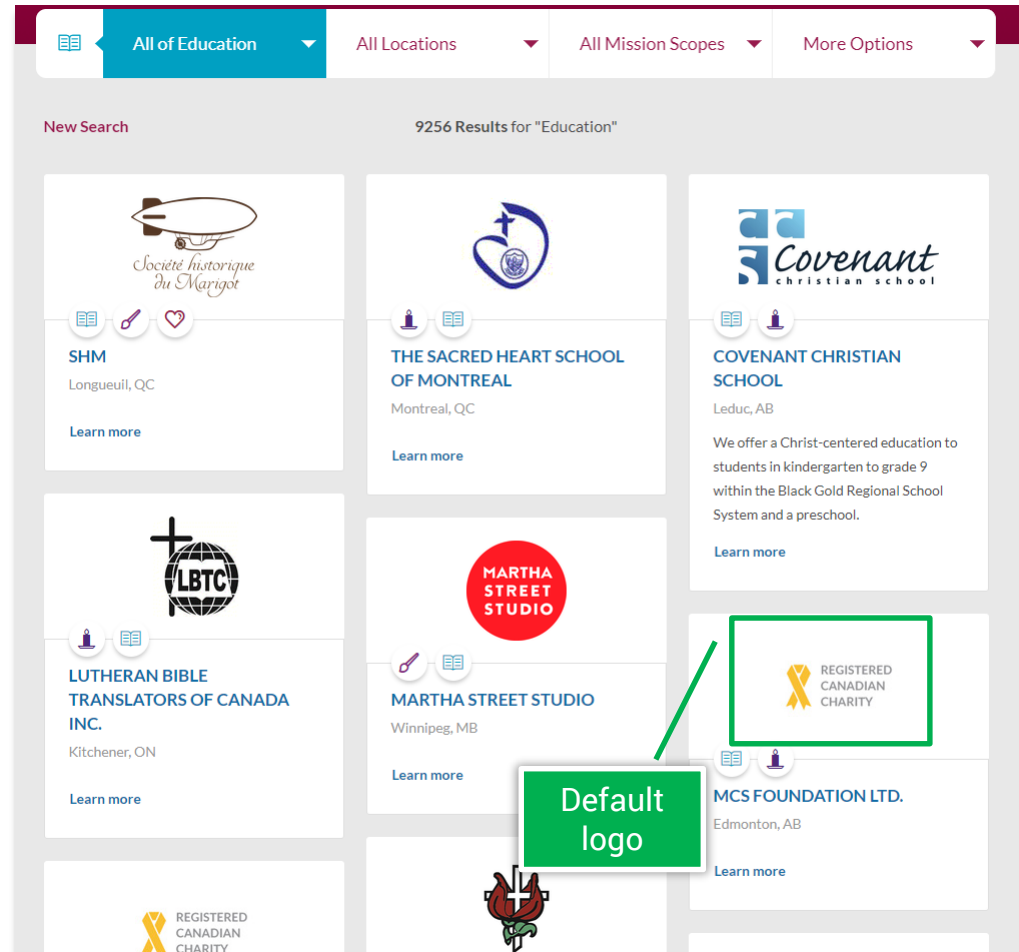
[Learn more](#)

Short Intro Text

Showcase Your Charity's Logo

Your Logo

- Upload it!
- High-Resolution
- Up-To-Date



The screenshot shows a search results page on Canada Helps.org. At the top, there are navigation tabs: "All of Education" (selected), "All Locations", "All Mission Scopes", and "More Options". Below the navigation, it says "New Search" and "9256 Results for 'Education'". The results are displayed in a grid of cards. Each card features a logo, the organization's name, location, and a "Learn more" link. A green box highlights the "REGISTERED CANADIAN CHARITY" logo, with a green arrow pointing to it from a green box labeled "Default logo".

Organization	Location	Logo Description
SHM	Longueuil, QC	Société historique du Marigot
THE SACRED HEART SCHOOL OF MONTREAL	Montreal, QC	Blue heart logo with a cross
COVENANT CHRISTIAN SCHOOL	Leduc, AB	Blue and white logo with the word "Covenant"
LUTHERAN BIBLE TRANSLATORS OF CANADA INC.	Kitchener, ON	Black and white logo with a cross and globe
MARTHA STREET STUDIO	Winnipeg, MB	Red circular logo with white text
MCS FOUNDATION LTD.	Edmonton, AB	Yellow ribbon logo with text "REGISTERED CANADIAN CHARITY"

Showcase Your Charity's Logo



“Main Profile Page”

- No logo? The default logo is a yellow charity ribbon
- English and French

Canada Helps.org giving made simple

Franglais Help Giving Basket Mike Stairs


Donate Explore Fundraise Why CanadaHelps Blog For Charities

Return to Charity Account

Edit Charity Profile

Profile **Media Library** Page Visuals Quotes Donation Presets Campaigns Discovery Settings

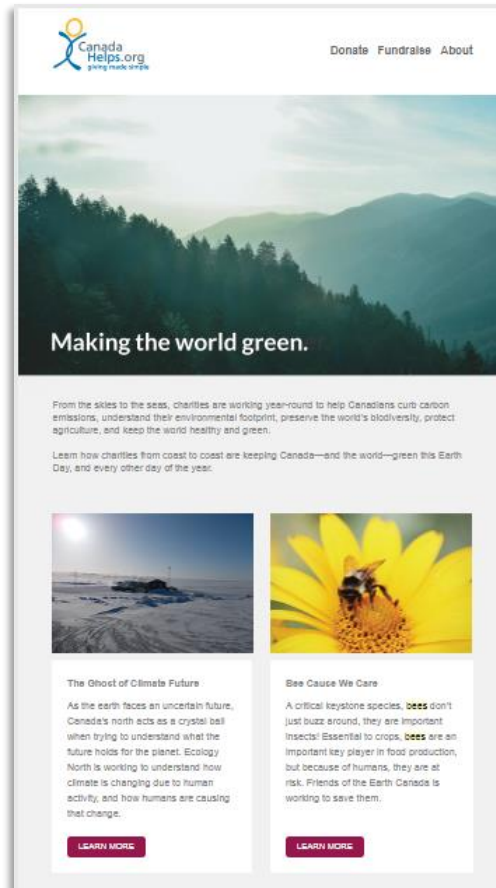
you can update the general information that appears on your charity's profile page, such as information about your organization and its mission. Ensure that all fields are complete so that donors can easily find you on CanadaHelps and understand the impact your organization has. We strongly recommend that you upload a new high-resolution image of your logo.

Details	Content
<p>Popular Name (French)</p> <input type="text" value="CanaDon"/> The popular French name of your charity. <p>Popular Name (English)</p> <input type="text" value="CanadaHelps"/> The popular English name of your charity. <p>Website URL (English)</p> <input type="text" value="http://www.canadahelps.org"/> The English language website for your charity. <p>Website URL (French)</p> <input type="text" value="http://www.canadon.org"/> The French language website for your charity. <p>Contact Name (English)</p> <input type="text"/> The name of the English contact for your charity <p>Email (English)</p> <input type="text" value="info@canadahelps.org"/> The English email contact of your charity. <p>Contact Name (French)</p> <input type="text"/> The name of the French contact for your charity <p>Email (French)</p> <input type="text" value="info@canadon.org"/> The French email contact of your charity. <p>Communication Language</p> <p>English</p> <p>The language your charity prefers for communications with CanadaHelps.</p>	<p>Profile URL</p> <input type="text" value="https://www.canadahelps.org/en/charities/canadahelps"/> The only allowed characters are a-z, A-Z, 0-9, -, and _. <p>About Text (English)</p> <p>Formats B <i>I</i> <u>U</u> </p> <p>We're Canada's Trusted Destination For Donating and Fundraising Online.</p> <p>CanadaHelps is a public, charitable foundation, on a mission to increase giving across Canada, making it easy to fundraise and donate online. Because we're a</p> <p>About your charity (English).</p> <p>About Text (French)</p> <p>Formats B <i>I</i> <u>U</u> </p> <p>SavNous sommes la destination de confiance au Canada pour les dons et les collectes de fonds en ligne.</p> <p>CanadaDon est une fondation publique à caractère caritatif, qui a pour mission d'accroître les dons au Canada en facilitant les dons et les collectes de fonds en</p> <p>About your charity (French).</p> <p>Charity Logo (English)</p> <input type="text"/>  <input type="checkbox"/> Delete <p>Replace existing logo</p> <p><input type="button" value="Choose File"/> No file chosen</p> <p>Image must be at least 200px x 100px. CanadaHelps recommends uploading a high resolution image file. Supported formats include JPG, PNG and GIF</p> <p>Charity Logo (French)</p> <input type="text"/>

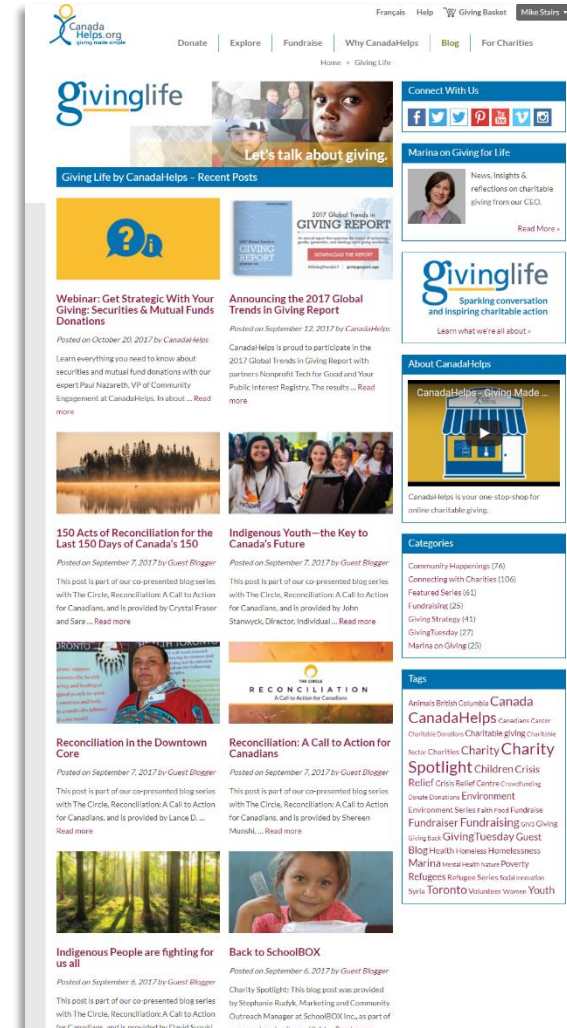
Giving Life Blog

Get Featured in our donor emails and our Giving Life Blog!

- We feature charities in our donor eNewsletter sent to hundreds of thousands of Canadians!
- For a chance to get featured, ensure you've completed your profile and impact page.



The screenshot shows the Canada Helps.org website with a navigation bar (Donate, Fundraise, About) and a main article titled "Making the world green." The article features a large image of a forest and text about environmental efforts. Below the main image are two smaller articles: "The Ghost of Climate's Future" and "Bee Cause We Care".



The screenshot shows the Canada Helps.org website with a navigation bar (Donate, Explore, Fundraise, Why CanadaHelps, Blog, For Charities) and a "givinglife" section. The section includes a "Giving Life by CanadaHelps - Recent Posts" list with various articles like "Webinar: Get Strategic With Your Giving: Securities & Mutual Funds Donations" and "Announcing the 2017 Global Trends in Giving Report". There are also social media links, a "Connect With Us" section, and a "Categories" list.

Visit the blog at: www.canadahelps.org/en/giving-life

Free Holiday Fundraising Guide

Boost Your Digital Holiday Fundraising Results!

Download our FREE guide:

bit.ly/canadahelps-holiday



Questions or Comments? Get in touch!



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@CanadaHelps
@CharityLifeCa