

**GivingTuesday 2018:
Join the movement dedicated to giving back!**

GIV3

AND



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

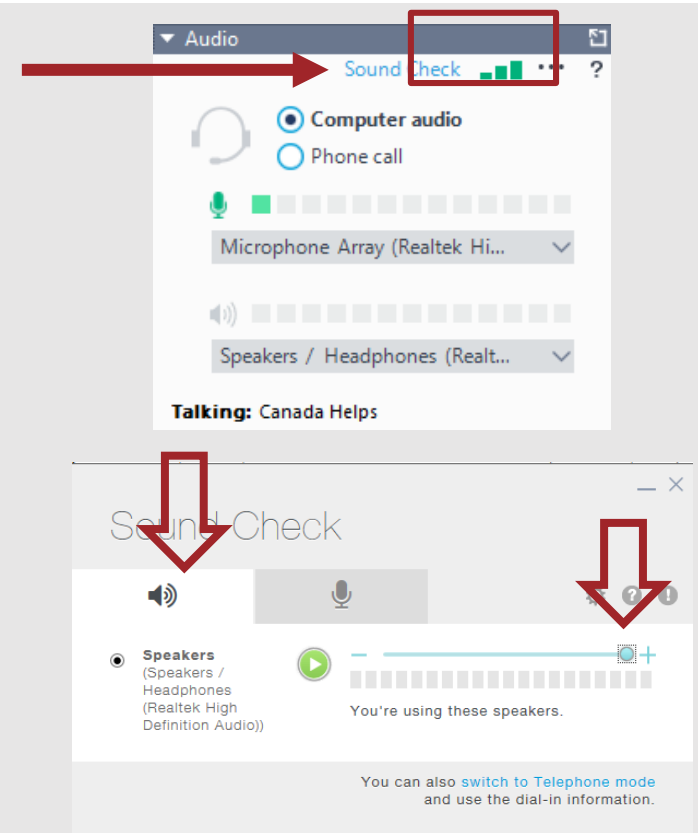


At a glance: Trusted for over 16 years, more than 17,000 charities rely on our non-commercial online fundraising platform and over 1 million Canadians have given using CanadaHelps. We have a spotless record for safe and secure payment processing and instant tax receipting.

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.

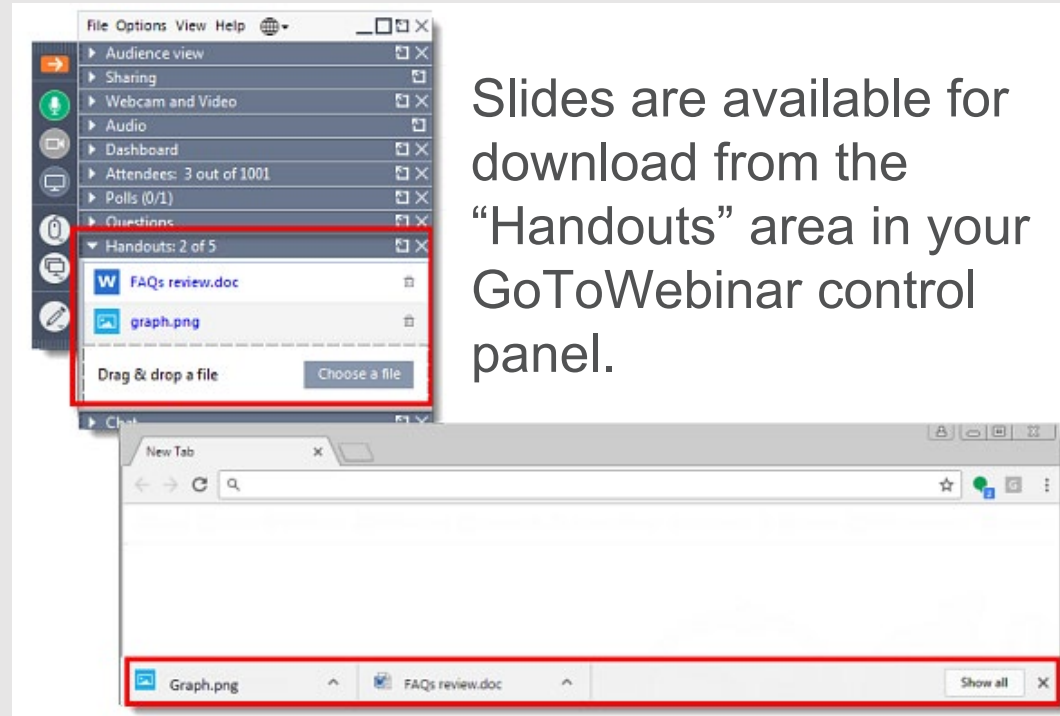


#GivingTuesdayCA

Webinar Reminders

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

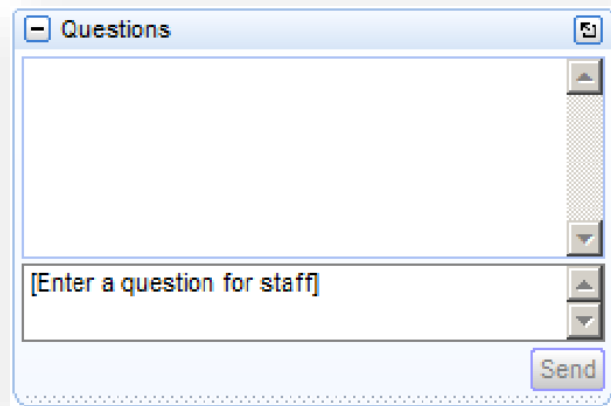
YES! The webinar recording and slides will be emailed to you within 24 hours.



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 web application window titled "Questions". The window has a light blue header bar with the title and a close button. Below the header is a large, empty text area for entering questions. At the bottom of the window, there is a smaller text input field containing the placeholder text "[Enter a question for staff]". To the right of this input field are two small, vertically stacked arrow buttons (up and down). At the bottom right corner of the window is a "Send" button.

Hello! Nice to meet you.



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GIVINGTUESDAY™



THE DAY TO DO GOOD STUFF!

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.



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WHAT IS THE IMPACT?

GLOBAL CELEBRATION



150+
countries

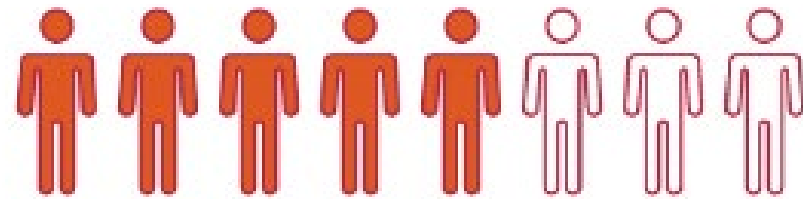
21.7 
billion Twitter
impressions

LOCAL IMPACT



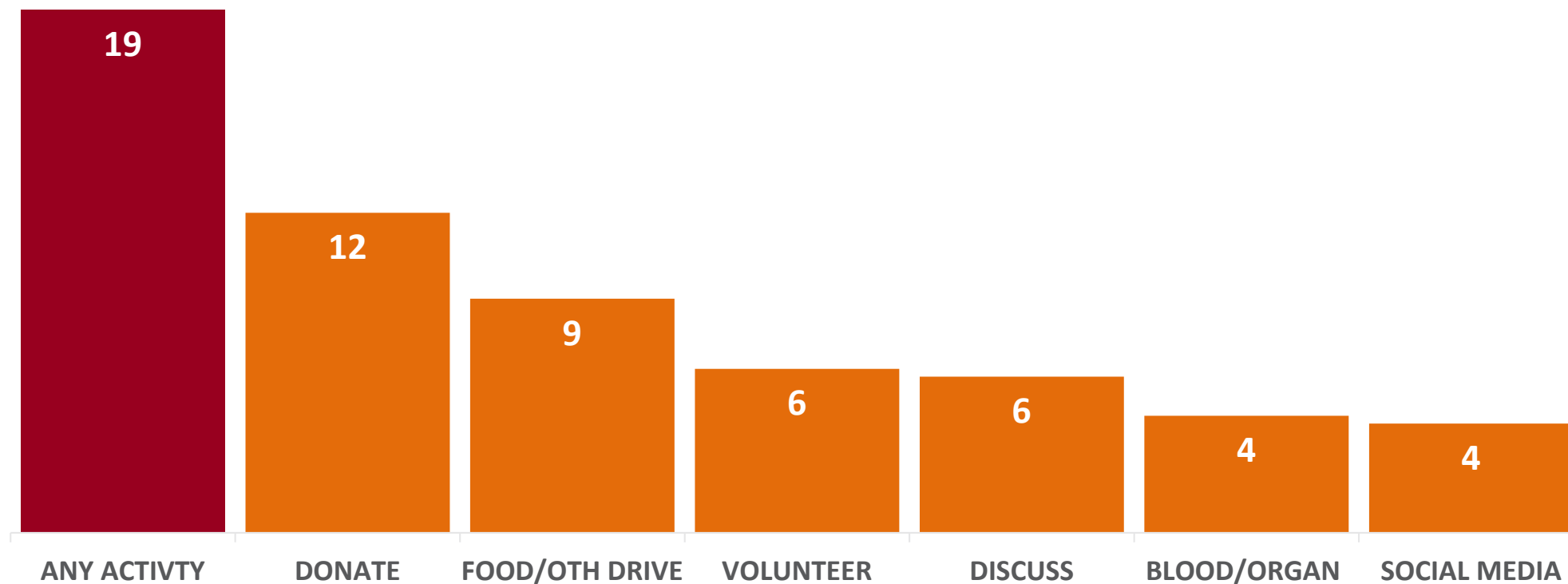
6,000+

charities and
businesses
participated

 **Millions** of
Canadians joined in

In 2017 an estimated 6 million Canadians
did GOOD STUFF for their cause(s) of
choice for GivingTuesday!

PEOPLE TEND TO PARTICIPATE IN MORE THAN ONE WAY



GIVING MORE THAN



157 blood donations
in Waterloo Region



1,460 hugs for
charity in Halifax



A mountain of toys donated
to kids in need in Langley



4,707 lbs of food
donated in Kitchener



40 developers made social
good apps in Calgary



10 bird nest boxes built
in Stanley Park, Vancouver



1 truck filled with food & toys
in Sherwood Park, Alberta



9,850 giving pledges
made on CanadaHelps



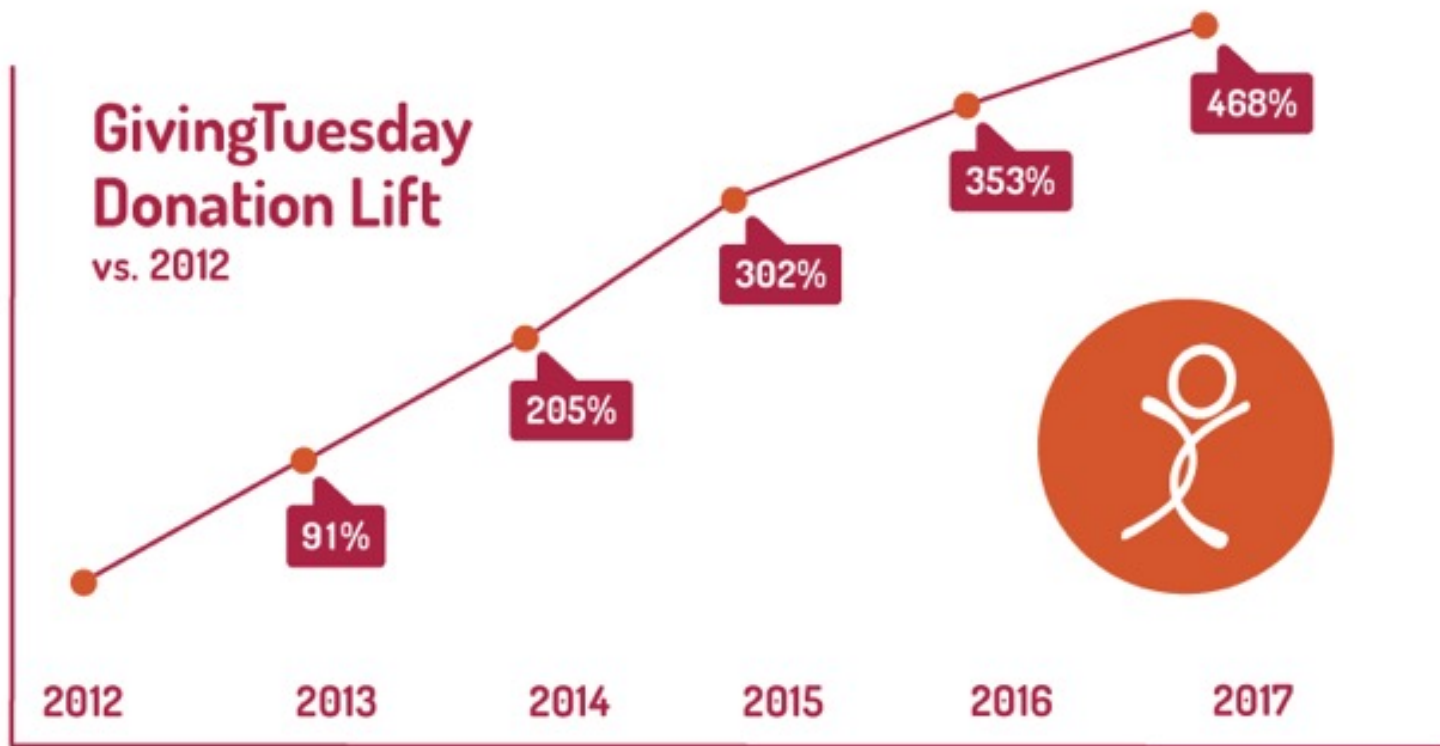
13 small businesses gave
back in St. Marys, Ontario



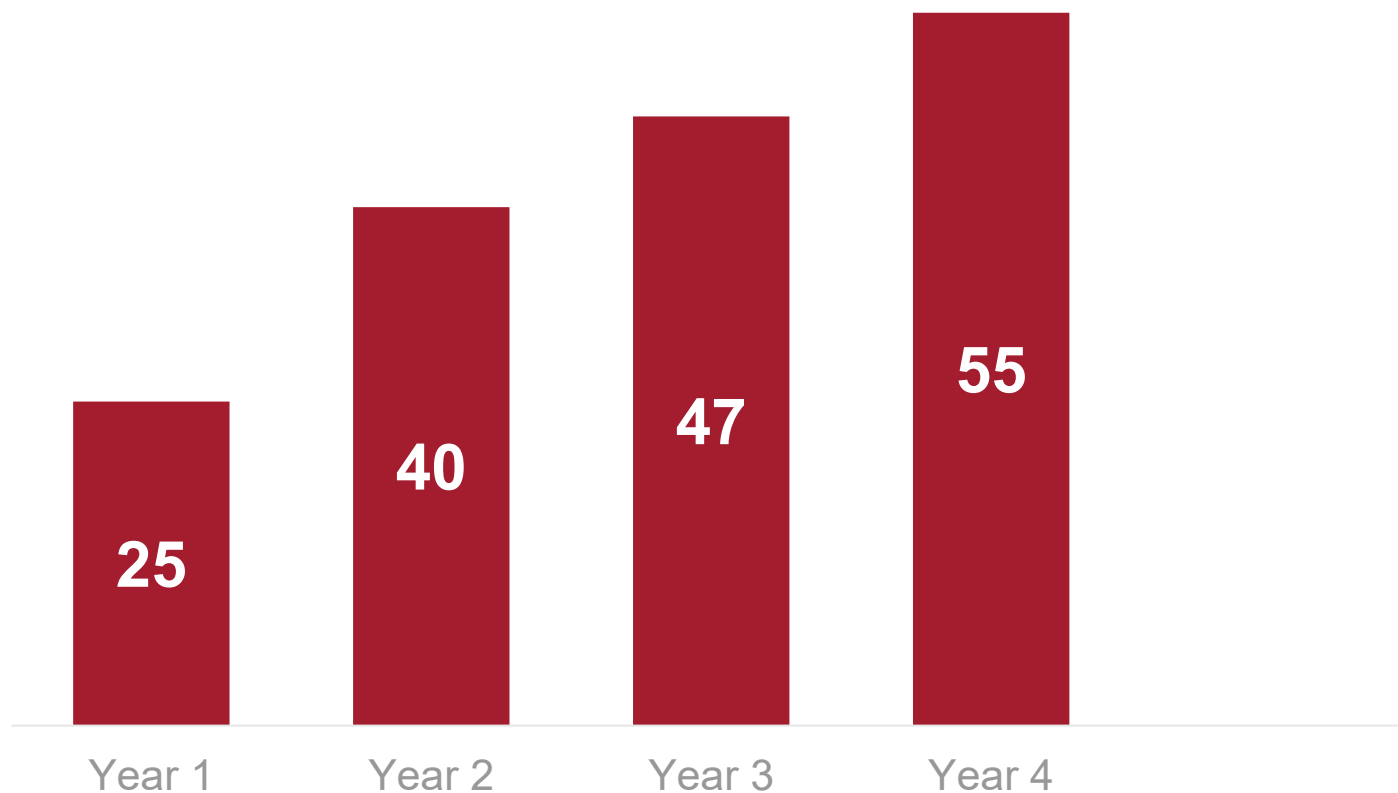
1,650 poutines sold
for charity in Victoria



IMPACT ON DONATIONS



INCREASED COLLABORATION WITH DATA PLATFORMS



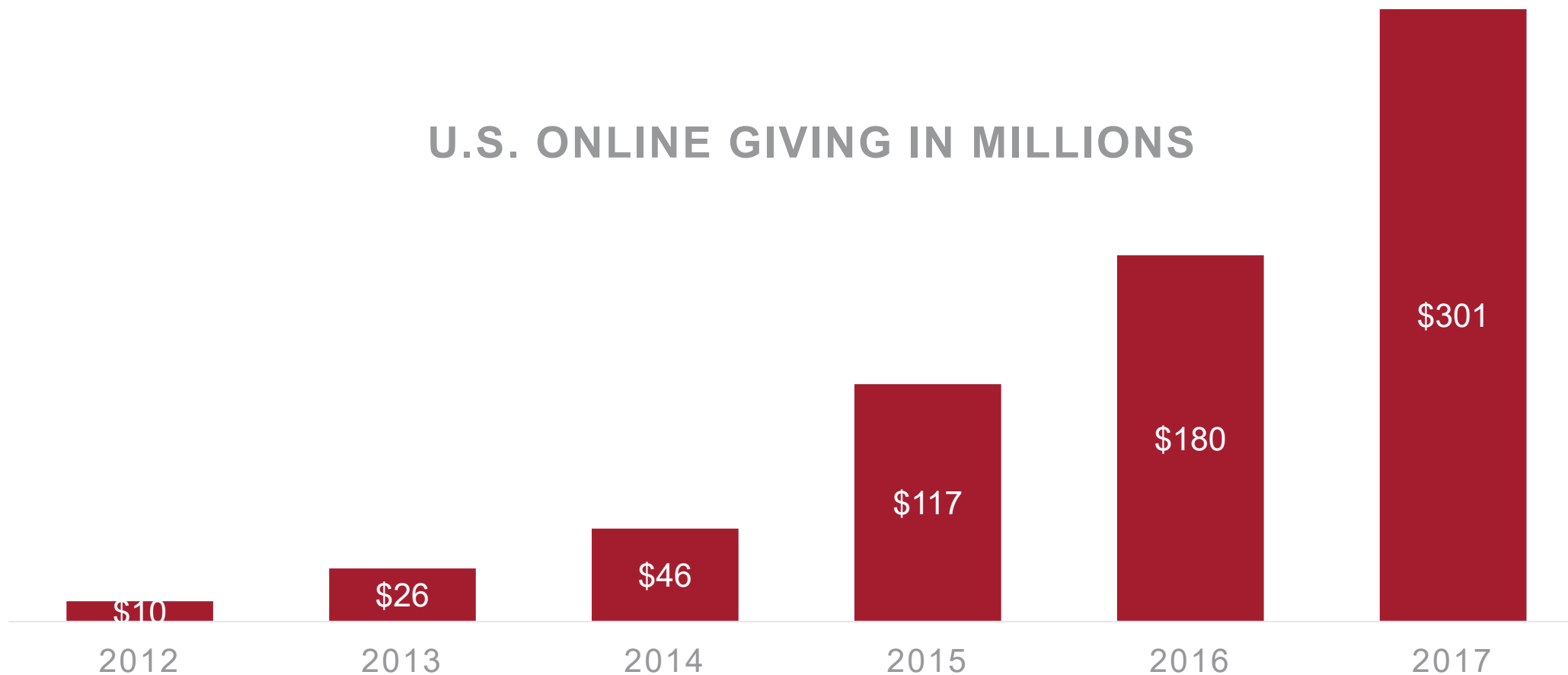
**#GIVINGTUESDAY
IS BIG!**



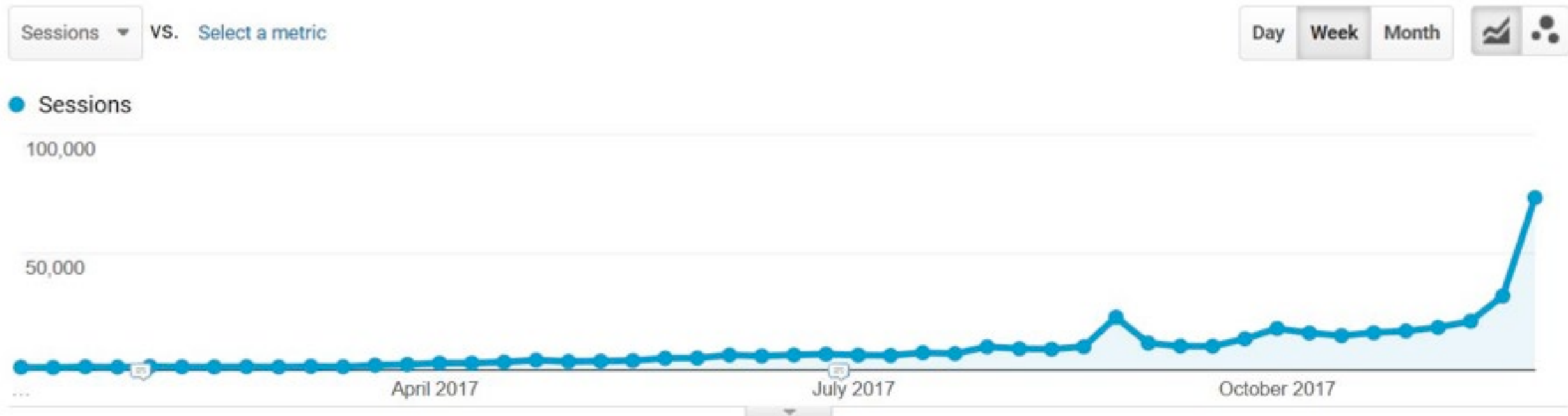
THE ONLINE DOLLARS KEEP GETTING BIGGER



U.S. ONLINE GIVING IN MILLIONS



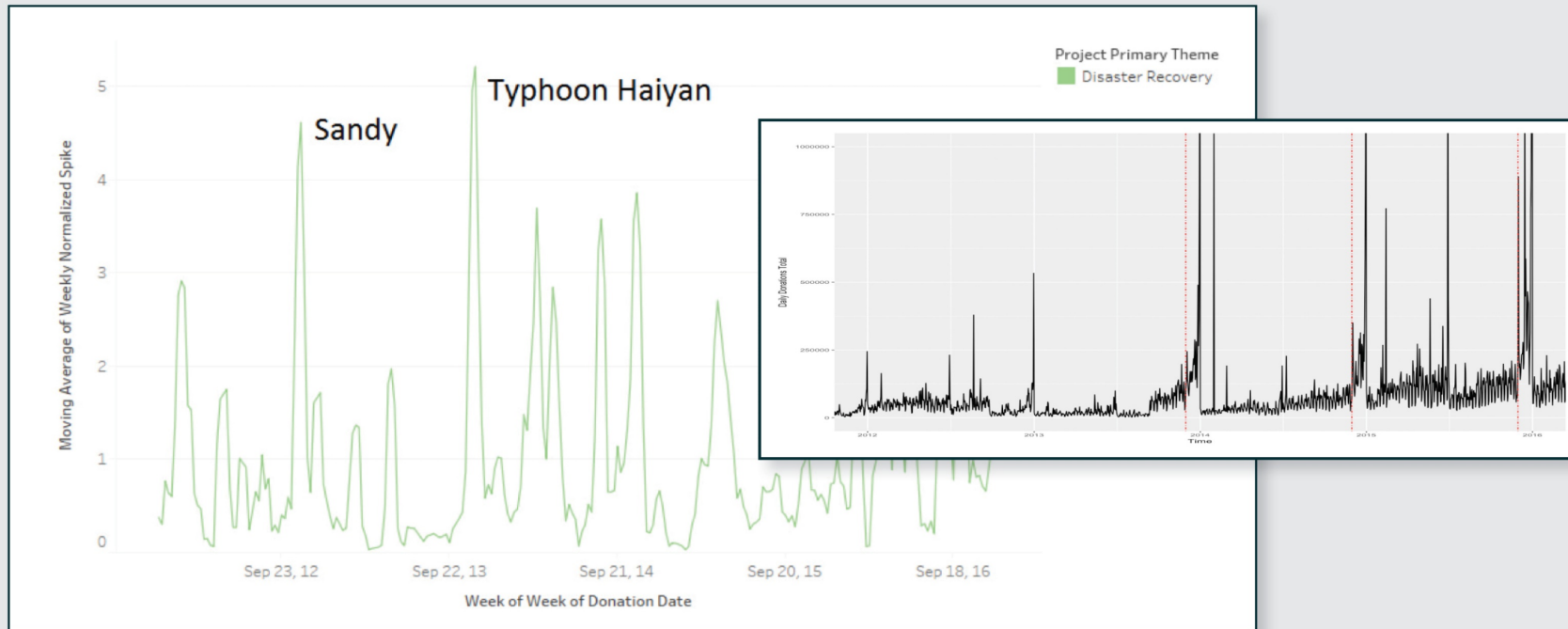
SEARCHES ON GUIDESTAR = THOUGHTFUL GIVING



There is a cure for donor fatigue



#GIVINGTUESDAY PERFORMS LIKE A NATURAL DISASTER (IN A GOOD WAY)



A surge in giving with no corresponding dip

KEY FINDINGS

ACQUISITION & RETENTION

75%
REPEAT
DONORS

25%
NEW
DONORS

PARTICIPATING CHARITIES DO BETTER THROUGHOUT DECEMBER

Increase in average daily donations
post-GivingTuesday over pre-GivingTuesday



PARTICIPATING

677%

NOT PARTICIPATING

335%

ALL CHARITIES

418%

564%

increase in # of
monthly pledges

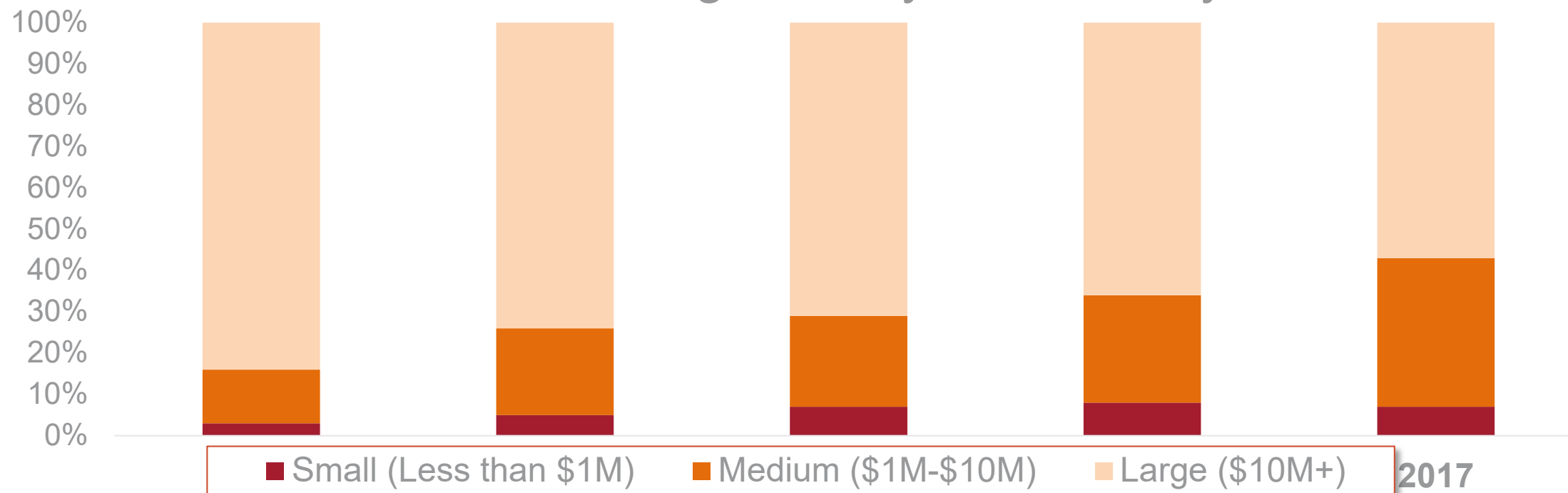
**LITTLE GUYS ARE BIG
ON #GIVINGTUESDAY**



#GIVINGTUESDAY REVENUE DISTRIBUTION

blackbaud®

Share of #GivingTuesday Revenue by Size







GIVINGTUESDAY™

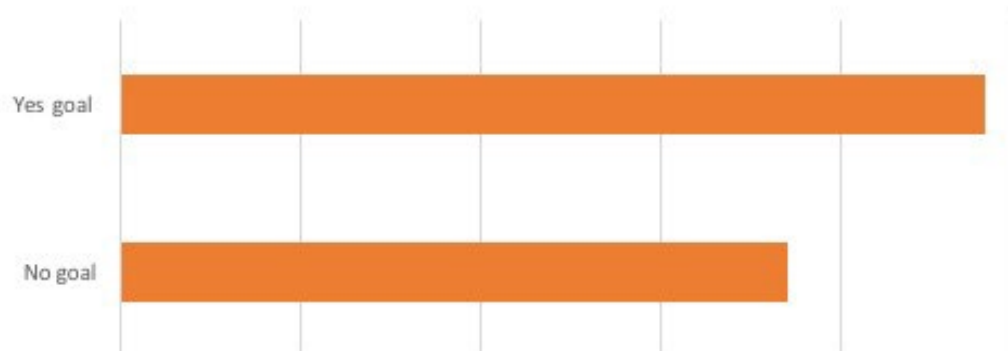
DO GOOD STUFF: 3 SIMPLE STRATEGIES

1

Set a goal

- ✓ Successful GivingTuesday campaigns have at least one goal!
- ✓ It can be a fundraising goal ...
- ✓ Or something else: volunteers, awareness building, donor stewardship.

#GT campaign met/exceeded expectations



SPECIFIC
MEASURABLE
ATTAINABLE
REALISTIC
TIMELY

2

Plan an activity

- ☐ Launch your year end appeal
- ☐ Organize a volunteering activity
- ☐ Announce and celebrate a success
- ☐ Create a THANK YOU campaign
- ☐ Hold an open house
- ☐ *Some of the best campaigns in 2017 launched weeks before and continued well into the month of December*

TIP: GivingTuesday is a great time to get creative and try something new.

Avoid “Give to us today because it’s GivingTuesday”



3

Communicate with your community

- ✓ Share your GivingTuesday goals and activity to build anticipation and excitement.
- ✓ Gather inspiring, authentic visuals
- ✓ Use email, social, phone, or in person meetings.
- ✓ Make sure all your communications drive to a specific action (if you're asking for donations make sure all your messages include your online donation link)
- ✓ Ask your supporters to share your stories and theirs.
- ✓ Celebrate as a community on November 27th!

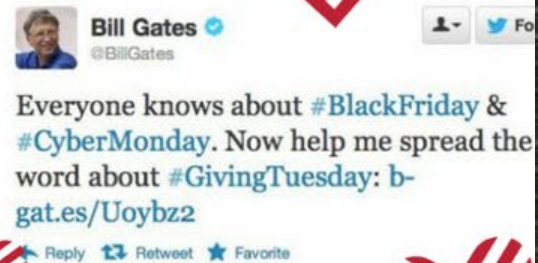


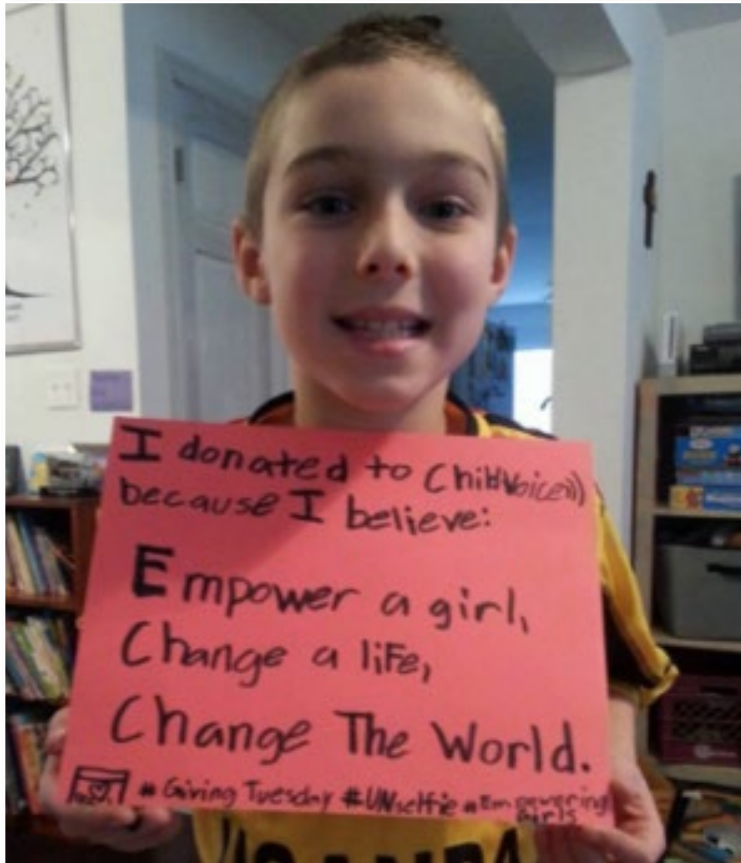
#GivingTuesday
#GivingTuesdayCa
#UNSELFIE



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WAYS TO DO GOOD STUFF







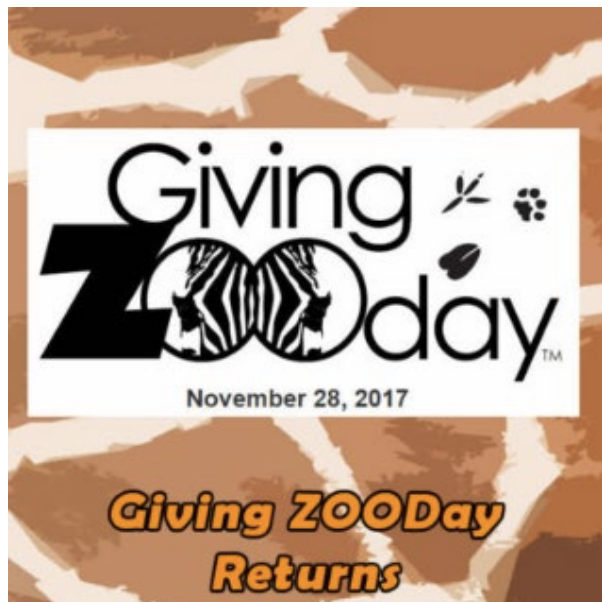
#GIVINGTUESDAY™



Un Día para Dar
PUERTO RICO

giving
tuesday





In Partnership with #GIVINGTUESDAY

#GI♥INGTUESDAY™



Example: Drive incremental donations using a matching gift


FEED NOVA SCOTIA
 @FEEDNOVASCOTIA


 Following

Happy #GivingTuesdayCa! Today only,
 \$1=\$2 with @Sobeys matching campaign!
 Donate online: canadahelps.org/dn/19631



DOUBLE

your impact today!

\$1 = \$2

Sobeys is matching all financial
 donations today up to \$10,000!





OVER \$150k
 RAISED ON
 GIVINGTUESDAY

Example: Partner with a local business



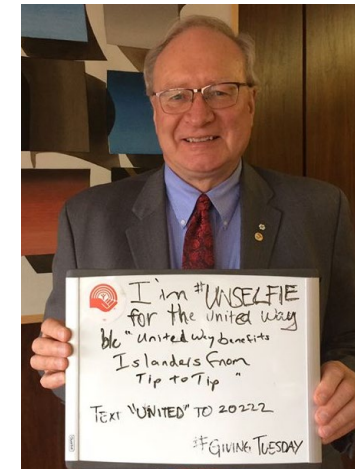
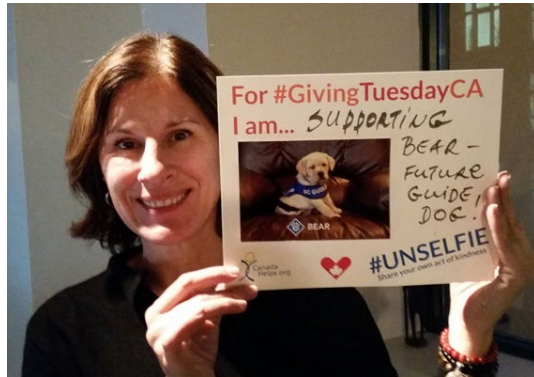
OVER \$11k DONATED LAST GIVINGTUESDAY

OVER \$34k SINCE 2014

Example: Recruit new volunteers or engage current volunteers. Companies and individuals are looking for opportunities to volunteer on and around GivingTuesday.



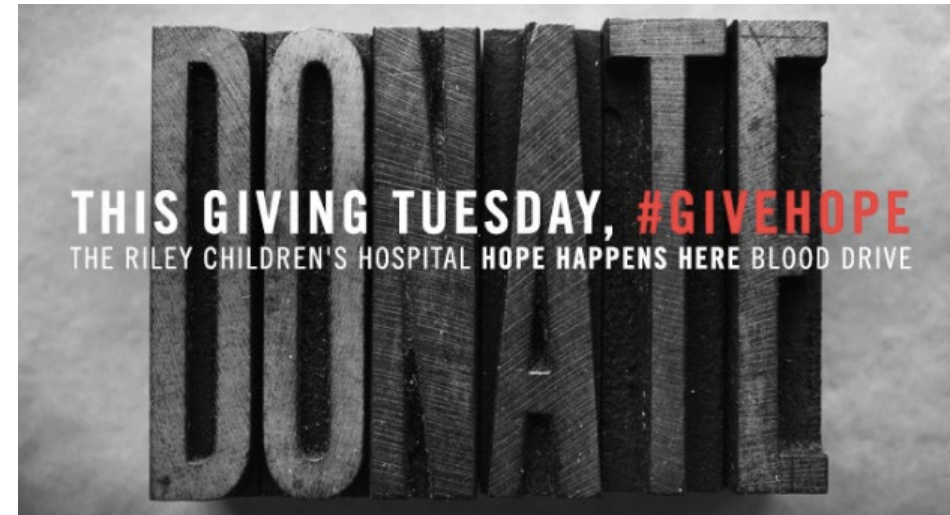
Example: Ask your supporters and volunteers to share #UNSELFIE images on social media



Example: Organize a blood drive in your organization or community wide



BUILDING CANADA'S NATIONAL PUBLIC CORD BLOOD BANK



Example: Say THANK YOU to donors, volunteers, staff or supporters!



#GivingTuesdayCa

#ThankYouThursday

THANKYOU♥THURSDAY

Through our generous donors, we raised over \$19,000 to support people living with Crohn's disease or ulcerative colitis. Thank you!



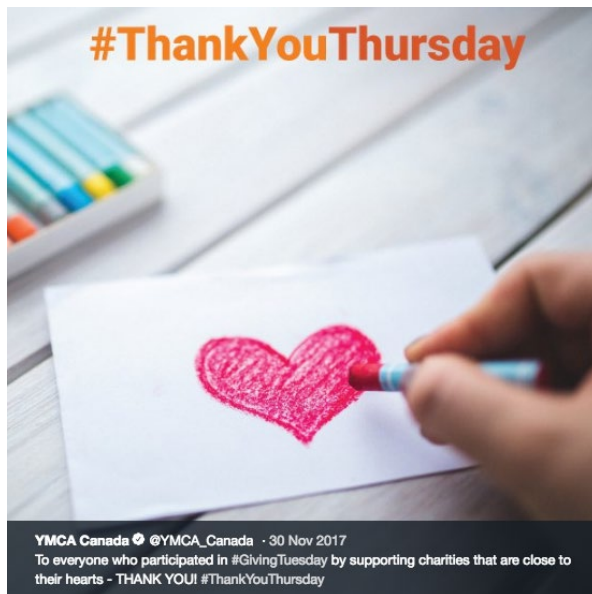
www.GivingTuesday.ca

#ThankYouThursday
#GivingTuesdayCa



Blessed are those that can give without remembering and receive without forgetting.

Etobicoke Humane Soc @EtobHumaneSoc · 4 Dec 2014
On #GivingTuesday we get out the GIVE. On #ThankYouThursday we say thanks from all four legged & two legged friends.



YMCA Canada @YMCA_Canada · 30 Nov 2017
To everyone who participated in #GivingTuesday by supporting charities that are close to their hearts - THANK YOU! #ThankYouThursday

Timeline Photos

THANKYOU♥THURSDAY

Dear HGR Graham Partners LLP,

On behalf of the local lives you've helped with your #GivingTuesday generosity...

Thank you!



**United Way
Centraide**
Simcoe Muskoka

UWSimcoeMuskoka.ca
#ChangingLocalLives

Like Comment Share

#ThankYouThursday
#GivingTuesdayCa

Tag Photo Options Send in Messenger

GIVINGTUESDAY™

GET THE WHOLE COMMUNITY INVOLVED!
TIPS FOR COMMUNITY MOVEMENTS.

Join a local community movement! In 2017 local groups rallied across the USA, Canada, and around the world, engaging their communities in creative and inspiring ways



40 COMMUNITY MOVEMENTS

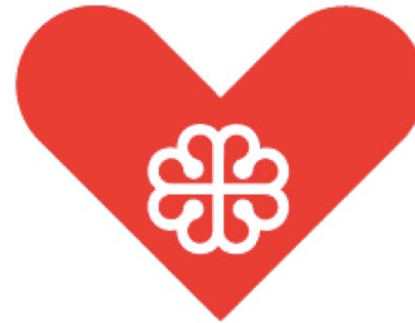


**Mayoral proclamations
from coast to coast**

A few of our community movements!



#mardijedonneMTL



#givingtuesdayMTL



#VANGIVES



Tip 1: Get your municipality or town!

- Request your local government to proclaim GivingTuesday an official day in your city or town. Or, ask to light up a landmark in your community in honour of GivingTuesday!
- Request a photo opportunity with your local political leaders, help with amplification, and discuss partnership opportunities!



Tip 2: Host a meeting or launch party!

- Remember, it does not have to be a major production!
- Invite key stakeholders to attend pre-planning. Brainstorm, connect charities with businesses, get people EXCITED for GivingTuesday. Now is the time!



Tip 3: Host a local activity on GivingTuesday

- Get creative and host an event! Give hugs, host a giving fair, and get people giving.



Tip 4: Share the fun! Reach out to your community

- Put out the ask—what can YOU do something for GivingTuesday?
- Invite businesses, community groups, local government, community leaders, charities, and residents to do their part.

MississaugaGives Retweeted
Domino's Empire @DominosEmpire · 29 Nov 2016
 Happy to be at The Compass Food Bank today giving 50 pizza certificates to their clients. what are you doing? #GivingTuesdayCA #saugagives



Armagh House
 @ArmaghHouse

Following

Thank you so much to @WORKSBURGER for your support & the worlds burger that gives back! We are stuffed! @saugagives



NS Gives More Retweeted
CTV Morning Atl @CTVMorningAtl · 29 Nov 2016
 ICYMI: @CyrilLunneyCTV gives out hugs w/ @wilsonSHH to #SpreadtheWarmth and raise \$\$ for charity on #GivingTuesday! atlantic.ctvnews.ca/video?clipId=1...



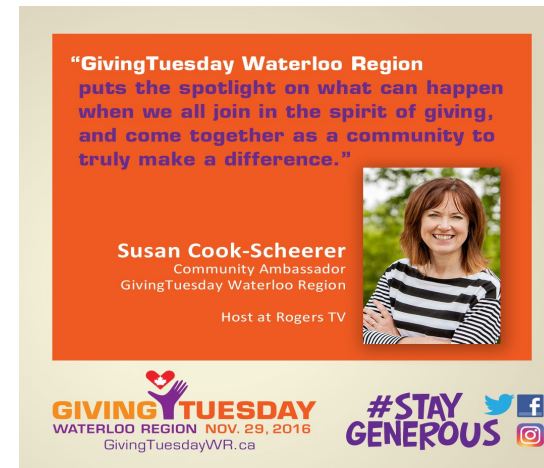
Cyril Lunney, Wilsons Home Heating, Brigadoon Village and 2 others

6 15



Tip 5: Get social!

- Develop a local hashtag (i.e. #SaugaGives, #GuelphGives, #NSGives, #TorontoGives).
- Tweet, post, snap, and share, share, share from morning to midnight!
- Live tweet or use Instagram or Facebook LIVE.
- Lead up to GivingTuesday with communications on social.
- Use community influencers as campaign ambassadors.
- Snap #Unselfies.



NS Gives More @NSGives · 29 Nov 2016
Got my hugs in w/ @WilsonSHH for @FEEDNOVASCOTIA @NSSPCA @BrigadoonTweets #GivingTuesdayCA #NSGives @EASTCOASTLIFEST



SVP Vancouver
@SVPVancouver

Follow

Non-profits united! #VANGIVES rep, @BurrowsAmanda w/ @CityofVancouver #GivingTuesday2017 proclamation! Just a bunch of people doing good stuff! #philanthropy

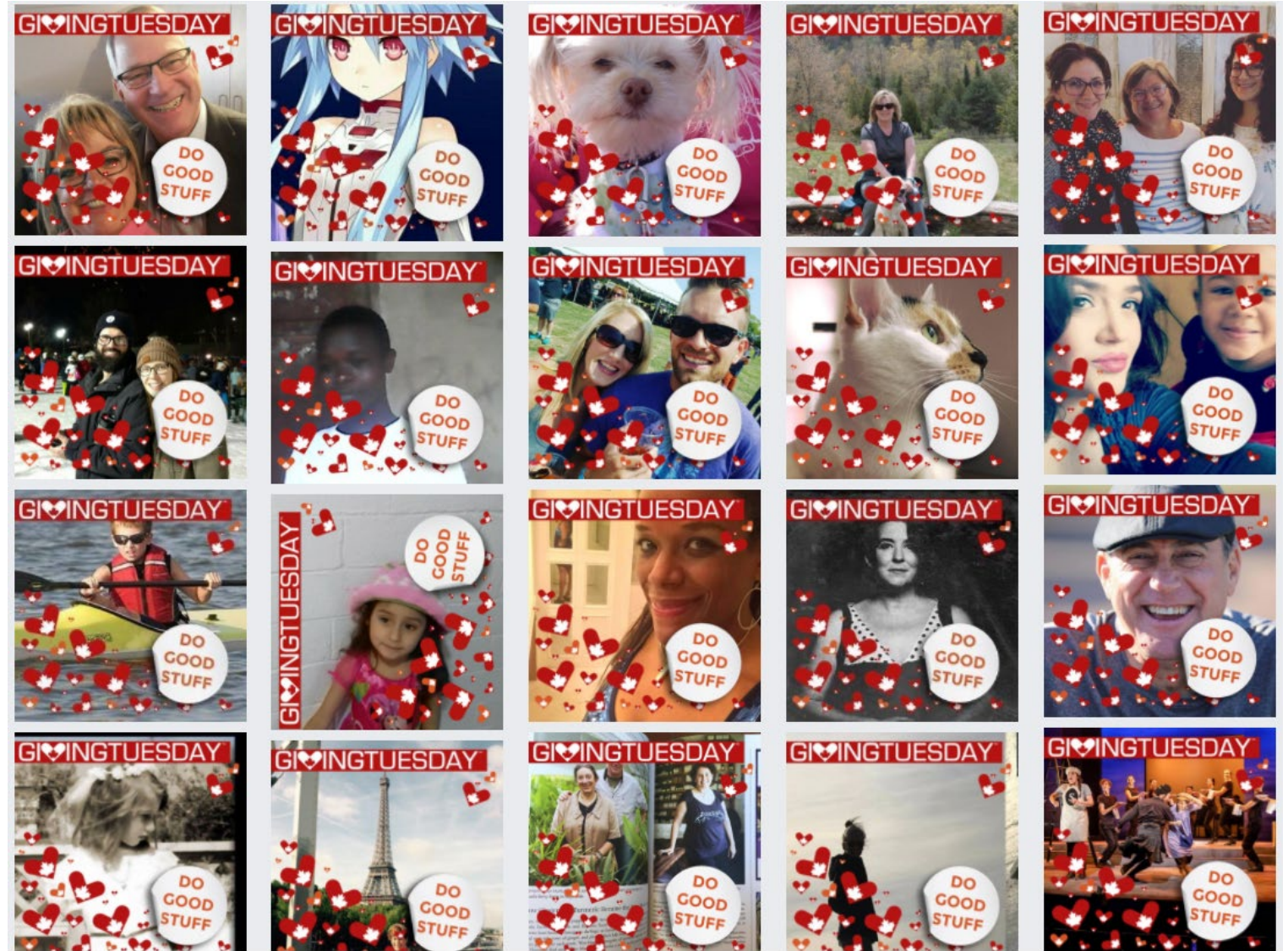


3:56 PM - 28 Nov 2017

Give the media something to talk about!



No matter who you are or
where you live, everybody
has the capacity to
DO GOOD STUFF!



Make sure your organization is part of the action!



Become an official partner and get resources
[GivingTuesday.ca](https://givingtuesday.ca)



