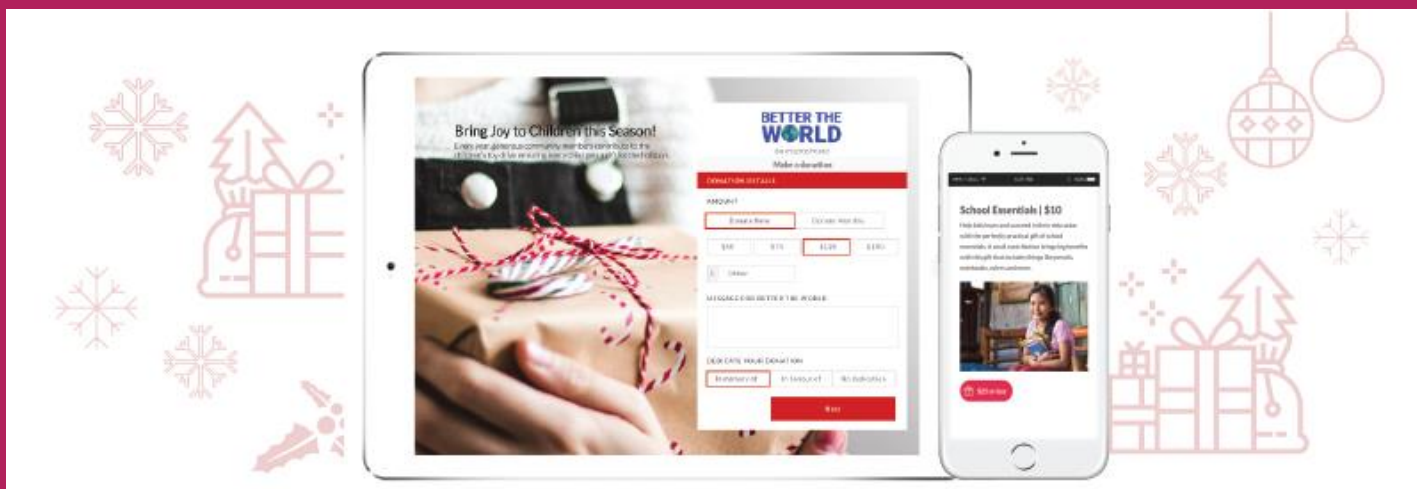


Boost Your Holiday Campaigns with CanadaHelps Fundraising Tools



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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.



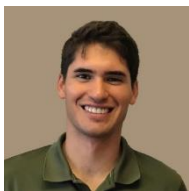
For donors, we offer a one-stop shop for supporting any registered Canadian charity online. CanadaHelps makes giving easy. Easily explore and discover new causes. Give once or monthly, donate securities, or increase your impact fundraising for charity. Enjoy instant or anytime access to all your charitable tax receipts.



At a glance: Trusted for over 18 years, 19,000 charities rely on our non-commercial online fundraising platform and more than 1.9 million Canadians have given close to \$1 billion using CanadaHelps. We have a spotless record for safe and secure payment processing & instant tax receipting.

Agenda

1. The 3 Second & 30 Second Rule
2. Donate Button 101
3. Donation Forms
4. All the Ways to Give
5. Campaign/ Appeal Customization for Holiday
6. CanadaHelps.org Holiday
7. Q&A Period



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CanadaHelps Fundraising Tools



18,000+

Charities fundraise
using CanadaHelps.

\$155M

raised for charities in
2017.

+44%

more than 5 years ago.

+122%

more than 5 years ago.

“The Button”



Launch Timeline

- **2012** Custom Donation Forms (Re-Launched 2018)
- **2015** Peer-to-Peer (Re-Launched 2018)
- **2016** Events (Re-Launching 2018-19)

You Will Need A CanadaHelps Account



Register Here For Free:

<http://bit.ly/FundraiseWithCanadaHelps>

No-Up Front or Recurring Fees
Access to CanadaHelps.org Profile
Educational Resources
All of Our Fundraising Tools
For Custom Donation Forms, 3.5%
Instant Tax Receipting

Not Seeing the Tools? Upgrade!



Home

Profile

Donations

Funds

Account
Info

Welcome to Your MyCharity Account

From online fundraising tools to detailed donation reports, you have many tools at your fingertips to help you succeed. Use the tabs above to navigate your MyCharity account. Below is a breakdown of what you can do in each tab.

Profile

Ensure that when donors search for your organization on CanadaHelps you are well represented with a media-rich profile page. Add photos, videos, and even launch campaigns.

Donations

Get information about donations made to your charity, and all the details of payments to your account.

Funds

Manage fund designations for donors to choose from.

Account Info

Change your admin email address and contact information. Link additional users to help manage your account.

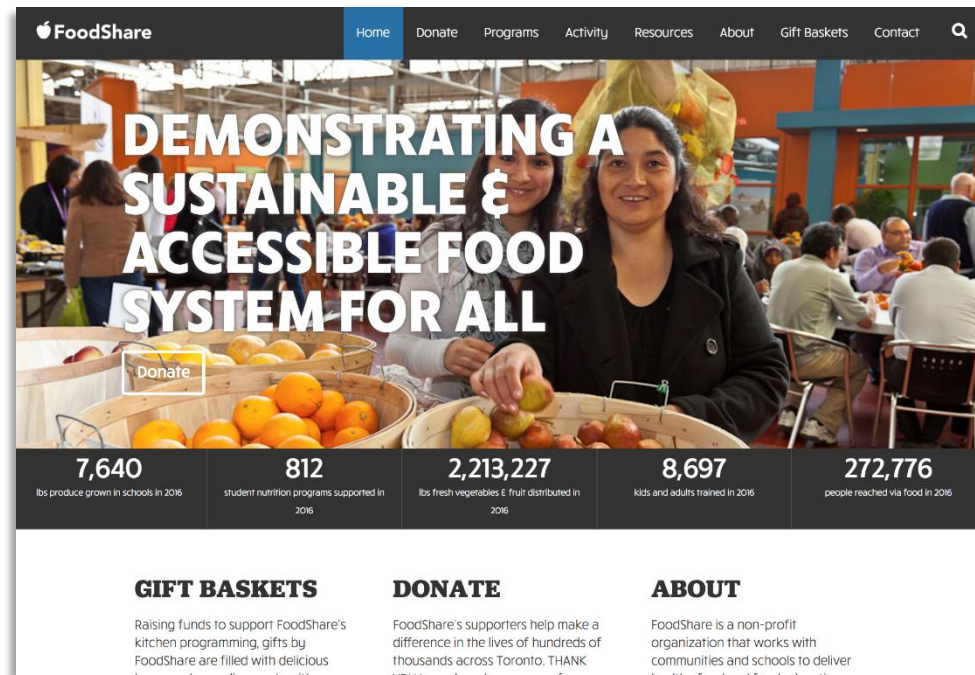


Want to use our Donate Now and P2P Campaign services? [Upgrade to a Full Fundraising Account Now](#)

The 3 Second & 30 Second Rule

Your homepage is arguably the most important element of your website.

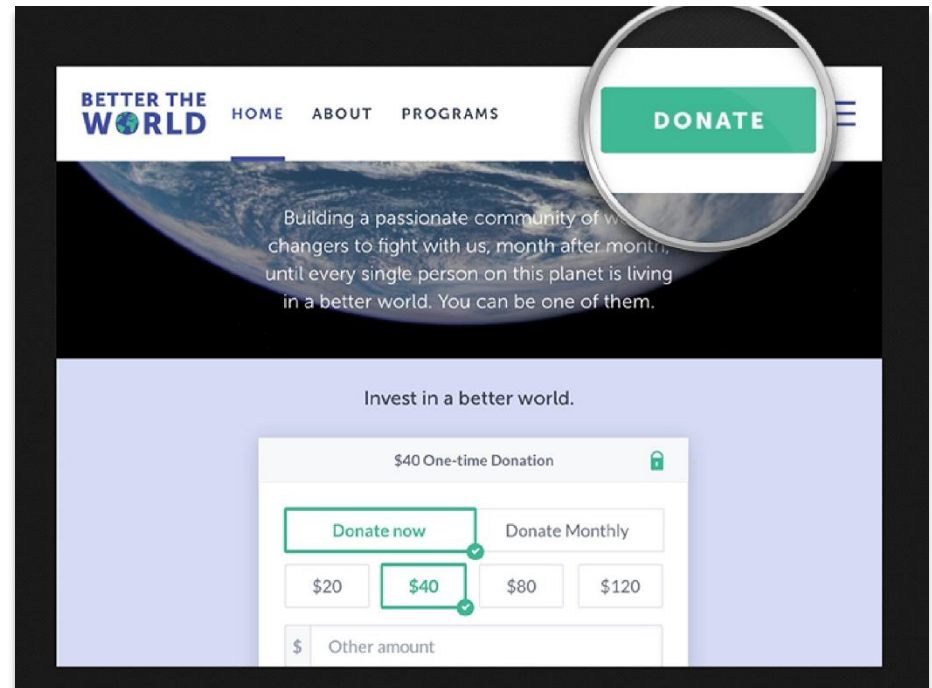
- You have 3 seconds from the time someone arrives at your site to engage that visitor.
- Consider the weighting of messaging on your homepage. Industry experts recommend 70% new donors, 20% repeat donors and 10% volunteers.
- Pay special attention to your headline, sub-heading and image.
- Once you pass the 3 second rule, you have 30 seconds to convince your visitor to stick around and learn more. Make your content scan-able, show your impact, and make it easy for them to move one step closer to your goal.



Donate Button 101

Simple Yet Highly Effective Tips for Using Donate Now Buttons

- Make it easy to spot
no matter which page the donor is on.
- Choose a colour that stands out from the rest of the website.
- Link it directly to your donation form.



Questions or Comments?

Get in touch!



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